

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
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B. A. I. S. 1923 (with)  
N. W. Ayer & Son



## Sausage Secrets

MICKELBERRY'S Food Products Company have been selling Mickelberry's Old Farm Sausage in Chicago and vicinity for 30 years. About two years ago they began experimenting with advertising. Last September we sold them on the idea that the appetite lure which they had put into their sausage we could put into their advertising copy.

Our campaign started October fifth, and it didn't take Chicago long to register a vigorous demand for Mickelberry's Sausage.

October, 1923, showed a sales increase over October, 1922, that was five times the increase October, 1922, showed over October, 1921.

This is even more impressive when you understand that at this time the prices of the popular home cuts of pork dropped 15 per cent to 20 per cent, but the price of Mickelberry's Sausage never flickered.

Of course we are gratified at the increase the advertising produced, but we were tickled to death when Mr. Mickelberry told us two Chicago manufacturers had called him on the 'phone asking who was writing his advertising and had volunteered it was the best food copy they had ever read.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK  
BOSTON

PHILADELPHIA

CLEVELAND  
CHICAGO





# PIONEERS!

**O**N the trail of the covered wagon as new agricultural empires were settled, there grew out of necessity the publications that could be of specific help and counsel to the farmer under the hard and varying farming conditions that confronted him.

First in the hearts and homes of the farm people grew the influence and service of these farm papers that enjoy a closer and warmer bond than any other type of periodical.

**STANDARD FARM PAPERS**, the pioneer farm press, have earned the confidence of 2,000,000 farm families through generations of genuine editorial service.

- 1842**  
Prairie Farmer, Chicago
- 1841**  
American Agriculturist
- 1859**  
The Nebraska Farmer
- 1870**  
Hoard's Dairyman
- 1870**  
Pacific Rural Press
- 1877**  
Wisconsin Agriculturist
- 1881**  
The Breeder's Gazette
- 1882**  
The Farmer, St. Paul
- 1886**  
Progressive Farmer  
Birmingham Raleigh  
Memphis Dallas
- 1895**  
Wallaces' Farmer
- 1900**  
The Farmer's Wife  
Magazine



**ONE ORDER COMBINATION RATE ONE PLATE**

## Standard Farm Papers

*"A National Medium with the Strength of Eleven"*

Harrison 7936  
STANDARD FARM PAPERS, INC.  
Wallace C. Richardson, Gen. Mgr.  
Transportation Bldg.  
Chicago, Ill.

Madison Sq. 6858  
WALLACE C. RICHARDSON, INC.  
95 Madison Avenue  
New York City

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXVI

NEW YORK, JANUARY 31, 1924

No. 5

## The First Sixty Billions Are the Hardest for Cigarette Industry

How New Markets Have Been Opened, Old Ones Re-won and One Lost  
Altogether in Ten Years of Greatest Growth of Cigarette  
Industry—Advertising Increased 200 Per Cent

By Curtis A. Wessel

Managing Editor, *United States Tobacco Journal*

A BUSINESS man in a line remote from the tobacco industry gave a dinner a few weeks ago at one of his clubs in town, a club patronized almost exclusively by the older generation. He telephoned the order to the steward and, remembering those fine lines of print at the bottom of every menu, he concluded—"Oh, Parkinson—the usual cigars and cigarettes, if you please!" "Very good, sir," said Parkinson.

After the guests were assembled, the host, with a critical eye, scanned the appointments of the table and great was his astonishment when he noted the packages of cigarettes which had been placed before each guest. They were not the more expensive Turkish and Egyptian brands, but the modest foil packages whose contents are thought to have been "toasted" or for which one would under conceivable circumstances "walk a mile."

The shock was severe, but it did not upset the host's merchandising instinct, a growth of a great many years and very hardy. He saw that a steward's conception of what the men will wear in formal cigars exhibited no such Renaissance, that Coronas—and not Pittsburgh stogies—were where Coronas should be. So he became curious to learn what might lie behind this incident and

asked me to tell him the story of how popular-priced cigarettes had been making merchandising history during the last ten years.

A study of the situation discloses a series of selling climaxes and anti-climaxes, and advertising achievements and defeats, in an industry which within exactly ten years has increased its sale of products by 300 per cent, or from 15,000,000,000 to 60,000,000,000 cigarettes per annum. The industry has witnessed great growth in the consumption of its more expensive goods—notwithstanding the case of the club dinner—colossal gain in the sale of its popular-priced brands and complete disappearance, owing to causes which will be further explained, of a once great market which stood betwixt and between the extraordinary and ordinary levels of consumption.

### A NEW MARKET THAT TUMBLED IN

This industry has come into possession of—and here is a point for other manufacturers of other goods to ponder—a natural market equaling in millions of prospective patrons its first and original field. The new market was undreamed of ten years ago. Such a thing seldom happens in merchandising annals but if the social freedom which it comes from continues as a fact—regard-

less of the ethical or physiological or ethnological relationships, which have no place in a business review—similar new markets will be conferred by changing fashions and customs upon other industries.

That the force of advertising has been the greatest factor in developing and controlling cigarette sales is not only admitted by every responsible man concerned with their production and distribution but also should be apparent to the routine observer of all advertising mediums. Informed members of the trade say that the 45,000,000,000 cigarette increase in sales volume from 1913 through 1923 has been accompanied by a 200 per cent increase in the sums expended for all forms of publicity by the principal makers—whose advertising, by the way, is all that the industry gets, since there is practically no jobber or dealer advertising in the line. The manufacturing industry has long since accepted, at least to its own contentment, a policy of paying the bills and shouldering all of the responsibility for the advertising of its goods. Incidentally, and inescapably, the jobber's and dealer's profits have been reduced by circumstance and competition to the proverbial whisper. In times of price-war it is not uncommon to find some of the retail trade selling "fifteen-cent" cigarettes for as little as one-quarter of a cent per package gross profit over cost. That may or may not be good business but it is what the tobacco industry has learned about creating consumer demand.

The march of production and the measure of advertising have progressed in direct proportion in this amazing manner. Most of the big gain has been scored since 1917, when something over 30,000,000,000 cigarettes were made. Most of the biggest advertising has also been done since that year, and all of the market phenomena with which this article deals have had to be met within that time.

Here is the yearly output of cigarettes for a decade, compris-

ing Internal Revenue figures covering immediate withdrawals for sale, thus being official and absolute:

1913.....	15,570,798,437
1914.....	16,869,520,463
1915.....	17,980,164,482
1916.....	25,312,486,611
1917.....	35,355,860,177
1918.....	46,680,317,081
1919.....	53,151,673,142
1920.....	47,458,143,607
1921.....	52,099,529,826
1922.....	55,780,473,074
1923.....	60,878,295,907

The jolly old patriarchs who made a total of 19,153,526 cigarettes in the year 1865, when the first 'tarnation cigarette tax was enforced must do some grand and lofty tumbling in their cosy National caskets every time they hear of present figures.

Be that as it may, the table shows that the first two years America went to war were the years when the cigarette output first turned upward from the 20,000,000,000 total it had taken fifty years to reach—probably never to return. In 1917 an output of 35,000,000,000 was scored for the first time, and then in rapid succession forty-six, fifty-three, fifty-five, and sixty billion cigarettes. The only year of apparent decline was in 1920, and even this was not in fact but statistical. For though the new output shows a diminution of about 5,000,000,000 cigarettes that year there were actually many billions of product from the Government war stores returned to this country for sacrifice sale—and a few venturesome jobbers and syndicates sustained large losses in attempting to sell them.

The war brought about two great changes in the market. They have all turned out for the best, as the woman said on visiting Reno for the fourth time. But singular circumstances, worth the attention and remembrance of the practitioners of efficient advertising, merchandising, enormous watchfulness, energy and expenditure alone made them so.

The first change was the advance in the custom of women's smoking. Whether from the often equally grave responsibil-





*A* vastly larger market and purchasing power than is usually expected from a circulation of its size.

*I*ts low rate per line makes it an ideal medium for those advertisers who appreciate the importance of covering the small-town church-going communities.

# Christian Herald

*"In small towns where Church homes dominate"*

Weekly circulation now over 200,000 copies

ities of women with men during the period of the emergency, or from an hysterical feminine reaction to the "new freedom" of the suffrage and increasingly general appearance of women in business life over a long period of years before, the result remains that a great female market has come to the cigarette trade since 1917. It is not within the province of business writing to moralize over the cause or effect. It is a matter of general record that practically no encouragement has been extended to women smokers by any branch of the tobacco industry. Whatever audible sentiment there is in the trade, in fact, is unfavorable to the indulgence. All responsible tobacco opinion is that the new custom is so novel, and has in the past been so associated by writers, dramatists and other interpreters of the social state and human emotions with the bizarre and risqué, that it would not be in good taste for tobacco men as parties in interest to stir a particle toward or against a condition with whose beginnings they had nothing to do and whose end, if any, no one can foresee.

The tobacco trade cannot prevent women from buying its products. It can, and does, make no effort to sell them. But influences and fashions far beyond the control—or even comprehension—of masculinity are adding to the host of women smokers. Year by year this growth must impress the least observant. In homes and clubs and hotels, in automobiles and on park benches, in public and private and among the young and old, shy and bold, the custom is almost—save for its element of prurient curiosity to an old-fashioned world—commonplace.

#### PROGRESS IN PULLMANS

If there is a conservative of conservatives it is the Pullman Company. It has taken them a century at least to devise a collapsible shelf as a substitute for the hammock in a berth that is too large to put your incidental clothing in and too small to get

into yourself. I have read a great deal in the newspapers about these splendid new shelves but although I have traveled a good many thousand miles during the last year I found only one sleeper that had them. However, a Pullman conductor told me not long ago that in the bulletins issued to the service he had read that if the dangerous habit of smoking in berths by women could not be curbed by watchful waiting, the company would have to equip all cars with a smoking compartment for the gentle sex. Here is the last bulwark of sedately organized accommodation for living about to recognize the ladies' need for a place to strike a match.

As might be expected in the early stage of the market—together with the trade's indifference to the subject—nobody knows with any commercial significance what the women prefer to smoke or how they react to any of the elements of intrinsic quality, packing, pricing, presentation or advertising, that go to make and hold a sale. Presumably they first buy whatever goods they see in the possession of a husband, brother, lover, son—yes, or grandson—who indulges and then learn by more or less bitter experience what they like best. The very large sale, which is as yet very, very young as commercial demand goes, is probably distributed in direct proportion to the market placement of the various classes and brands.

The only guess that I could induce any cigarette executive of credible experience to make on the total is that the female consumption now is as large as the total output for men twenty years ago. That would be 3,043,030,064 cigarettes worth \$21,301,210 at a retail selling minimum of only seven cents per ten cigarettes. That is not a trifling business to be presented to an industry "from other sources," as the income tax blanks say, and within five or six years. What is more, if the ratio should by any chance keep up the female market will amount to 60,000,000,000 cigarettes

(Continued on page 137)



## "I'll swap ya"

"Thanks. You're so good to me. Why don'tcha get a watch somebody's heard of before? Think I want to swap this for sump'n I'll have to explain about all the time?"

Every boy craves a good watch. He loves the swank of it. He enjoys the responsibility it suggests. And he's careful with it.

Half a million future watch owners, boys averaging 15½ to 16 years old, are regular readers of

**THE  
AMERICAN BOY**  
"The Biggest, Brightest, Best Magazine  
for Boys in All the World"

They're finding out what the "other fellows" have. They're developing a hanker for some particular make of watch. Some name is beginning to mean to them the very best in watches. When Dad takes them along to buy that graduation or birthday watch, that particular name will prevail. The boy's preference will decide the choice.

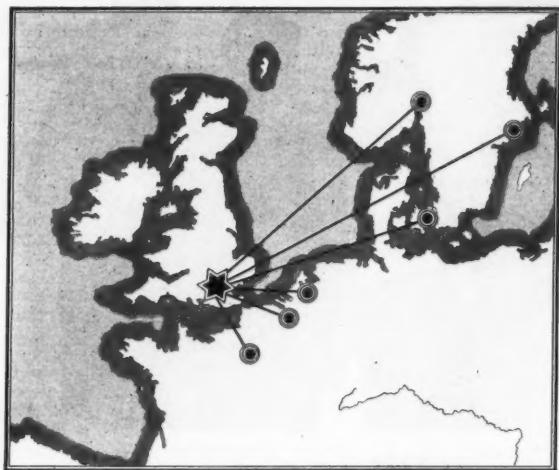
Your name can be the preferred one, your watch can mean "the best in watches," if you will go to these boys with your product, arouse their interest and loyalty, by advertising to them in their own magazine—THE AMERICAN BOY.

**THE SPRAGUE PUBLISHING CO., Detroit, Mich.**

(Member A.B.C.)

Branch Offices: 286 Fifth Avenue, New York; 1418 Lytton Building, Chicago





## ***THE OLD WORLD—the most populous of all markets***

The population of Europe today is four times that of the United States.

In the British Isles alone, smaller in area than the state of California, live over 47,000,000 people. This dense market consumes such quantities of foreign goods that its per capita imports are three times those of the United States.

Since 1919 the J. Walter Thompson Company has maintained an office in London. During this time it has participated in the establishment of many American products abroad.

To meet the needs of the increasing development of international business, the J. Walter Thompson Company has greatly

Bu.  
new  
Wal  
Com  
cent  
distr

NEW

*Bush House — the new home of the J. Walter Thompson Company office in the center of the business district of London.*



expanded its European facilities. In addition to an enlarged staff in London, direct representation has been established in six of the most important continental countries, insuring minimum rates from publications and foreign language copy that is not only right in appeal but correct in native idiom.

To American manufacturers selling abroad the London Office provides a first hand contact with the selling problems of the old world.

To European manufacturers the J. Walter Thompson Company brings a broad knowledge and experience obtained through the combined efforts of its seven offices in planning and executing advertising campaigns in Europe and the Americas.

## J. WALTER THOMPSON COMPANY

*Advertising*

NEW YORK

CHICAGO

BOSTON

CINCINNATI

CLEVELAND

SAN FRANCISCO

LONDON

# Past Advertising Helps Determine Sale Price of Good-Will and Trade-Marks

Pioneer Suspender Company Will Extend Outlets of Sale of Kazoo  
Waists, Formerly Made by Harris Suspender Company

A POINT of interest in the sale of the good-will and trade-marks of the Harris Suspender Company to the Pioneer Suspender Company, Philadelphia, is the fact that the entire amount spent by the Harris company on advertising its leader over a period of more than ten years was considered in arriving at the selling price. Thus, while it is customary to charge off the cost of advertising each year as part of the expense of doing business, the owners of the Harris company in so doing created an investment on which they were able to realize.

The extent to which this advertising cost figured in arriving at the value of the trade-marks and good-will has not been revealed, and the price paid for the two latter items also is withheld for business reasons. Since the Pioneer company did not take over plant, selling plan or organization, it is evident that the primary item in the sale was in great part a direct product of advertising.

An interesting problem in advertising a new line not only for its own sake but also as a feeder to future sales in associated lines has been created through the sale. L. H. Heimerdeinger, president of the Pioneer company, explains that all the Harris lines will be consolidated with those of the Pioneer company and those which are of value to it will be manufactured on a quantity production basis.

The Harris company made a general line of suspenders and suspender garments, but the primary item in the sale was its control of the patented boys' suspender waist, sold and advertised under the trade-mark of "Kazoo." This garment has been on the market to some extent for

about fifteen years, but it was not generally advertised or widely distributed until the Harris company took it over as an exclusive sales proposition in January, 1913. In April of the same year the latter company bought complete control of the garment, which soon became the leader of its line.

Since that time "Kazoo" has been advertised more or less consistently in trade papers, two national periodicals and four boys' magazines. The maximum annual appropriation under the control of the Harris company was \$52,000, and the total expenditure for advertising by that company is estimated at about \$300,000. The garment, however, while widely distributed, has never been introduced to men's furnishing, sporting goods or specialty stores catering to men and boys. Its sales have been generally confined to the boys' sections of department stores and to smaller dry-goods establishments. In addition to "Kazoo" the Pioneer company also obtained through the purchase sole rights to a triple take-up buckle for suspenders advertised under the trade-mark of "Whiz."

## TO RETIRE OWN PRODUCT IN FAVOR OF "KAZOO"

According to Mr. Heimerdeinger the Pioneer company will immediately retire a boys' suspender jacket heretofore sold under the trade-mark of "Pioneer, Jr." This has been on the market only for a few years and is not as widely known as "Kazoo." Little has been spent on advertising it in comparison to the programs of other lines manufactured by this company. The Pioneer company's name is somewhat limiting. As a matter of fact its lines heretofore covered the whole range of sus-



## *Feeding the Family*

Selecting, buying and preparing the food for a large family takes a considerable part of the time of many members of that family.

¶ The mother may do the most of the actual selecting, buying and preparing, but her aim is to satisfy the needs and desires of each one of her family. These needs and desires are created and stimulated by advertising.

¶ If, therefore, your advertising is being read by the father, mother, boys and girls of the family in one publication like *The Youth's Companion*, you are getting the maximum effect and result that is possible to obtain.

## **The Youth's Companion**

FOR ALL THE FAMILY

Boston

New York

Chicago



penders, belts and garters, the latter being the widely advertised "Brighton" garter. Pioneer suspenders and belts for men also have been widely advertised. In effect, the lines obtained with the Harris trade-marks carry the products of the company into the related boys' field, thereby furnishing the opportunity for an advertising and sales policy in the handling of the suspender jacket that will at the same time build a foundation for future sales of suspenders, belts and garters.

It was with this in mind, and with the idea of completing the lines in its field, that the Pioneer company made the purchase. At this writing the advertising campaign which is to be launched for the future of the suspender jacket is being formulated, and until it is completed—probably for fall publication—the advertising of this product will be confined to trade-paper notices of the type already published. Mr. Heimerdeinger is authority for the statement that the expenditure on the suspender jacket for advertising will not be less than the average made by the Harris company, and probably will be considerably in excess of that figure. It is also probable that the same and additional mediums will be used. Generally speaking, the policy will follow the lines of Pioneer copy on the Brighton garter and the belt and suspender numbers. No decision has been reached as to what is to be done in the advertising with the buckle trade-mark.

Since the non-competing Pioneer lines had been selling in the department and dry-goods stores where the suspender jacket had most of its distribution, there will be no change necessary in the selling policy of the Pioneer company, or in the force. The company sells only direct to retailers, maintaining a large force of salesmen. Careful studies of distribution have led to the conviction on the part of the company's officials that the really large opportunities for sales expansion lie "below the high spots," so to speak. In consequence rearrange-

ments of the sales forces have been made in the more thickly populated sections that will enable the company to send a representative to every town of 1,000 population and up.

With its old lines already established in the men's furnishing and special stores, the company will introduce the new jacket into such establishments. Heretofore, roughly speaking, "Kazoo" has been sold primarily to women buyers. The Pioneer plans to retain the good-will here and to add men buyers to its market. It is probable therefore that advertising for the new line will go into a wider range of publications. The policy has been to keep the leading lines separate in consumer advertising and this probably will apply also to the new campaign, with incidental exceptions.

The same direct-by-mail follow-up of national advertising now used for Pioneer lines will be applied to the new product. The company put in a mail-order department a few years ago for repeat orders, to encourage faster turnover for retailers. It has a system of routing under which salesmen are advised just before entering a new town or city as to previous sales in such territory, the per capita rate there and the highest rate attained elsewhere by the salesman himself and by other members of the force.

### Plans Campaign on Piston Rings

Plans are being prepared by the Royal Piston Ring Company, Inc., Bath, N. Y., for an advertising campaign on Everyday and Everstep piston rings. Business publications will be used at first and it is planned later to extend the campaign to include general magazines. Walz-Weinstock, Inc., Buffalo advertising agency, will direct this campaign.

### Overall Account for Sherman & Lebar

The Kohn Manufacturing Company, Bradford, Pa., will use newspaper and outdoor advertising in a campaign on its service overalls and suits. This advertising will be directed by Sherman & Lebar, Inc., New York advertising agency.

**Quality of Circulation** —is perhaps best measured by reviewing home-delivered carrier circulation figures.

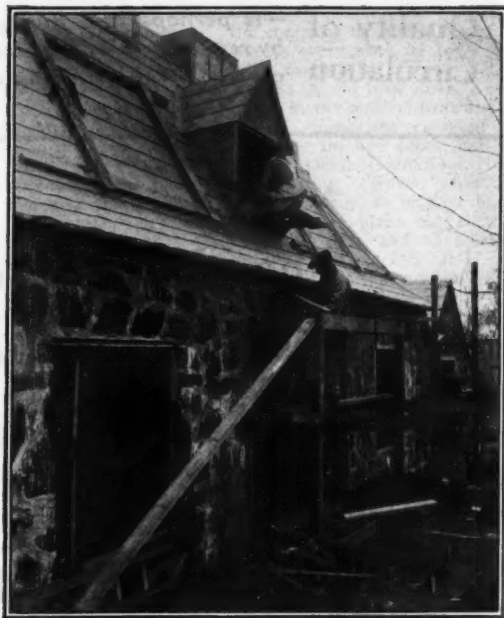
**The Milwaukee Journal has as much home delivered carrier circulation as the other two Milwaukee newspapers combined.**

*Write now for a survey of your sales possibilities.*

*Latest available authentic circulation figures.*

—Read by more Milwaukee and Wisconsin people than any other publication in the world.

**The Milwaukee JOURNAL**  
**FIRST—by Merit**



## Watch Costs on The Collier's House

**I**T all started with the description of Ernest Flagg's revolutionary building methods in Collier's last May. Flagg, the famous architect who built the Singer Building, said that anyone could build a small house, beautiful and enduring, and save one-third of the usual cost.

A flood of letters came from Collier's readers. "Can I do it, too?" they asked. We didn't

know, but we determined to find out. So Harold Cary was asked if he would undertake to build a house by the Flagg method, and keep a diary recording every cost and saving.

He said he would, and the building is going merrily ahead at a lovely spot at Croton-on-Hudson.

No one knows yet what it will cost. The estimate by ordinary methods is \$15,230. The loan expert who has been up to see about Mr. Cary's mortgage, says it looks like a \$22,000 house. Mr. Flagg says it ought to cost only \$10,000.

The actual costs and saving are detailed in Mr. Cary's diary, which Collier's will print every few weeks. If the house costs more than Mr. Cary expects, we shall print the facts frankly. The extracts in this week's issue take you up to the completion of the walls.

The tremendous interest Collier's readers have expressed in this experiment indicates two things: that they are forward-looking people who plan to build the kind of homes they want; that their minds are open to new methods and new ideas. They provide the national advertiser's most responsive market.

# Collier's

THE NATIONAL WEEKLY

*in more than a million homes*

The Crowell Publishing Company

381 Fourth Avenue,  
New York, N. Y.

# Charting Reefs and Shoals of Business in the Chicago Market

When a great and costly liner comes into port she is guided by a trusty pilot who knows every inch of the channel. To those who do business in the great Chicago market, the Merchandising Service of The Chicago Daily News acts as pilot.

It supplies advertisers who contemplate a thorough advertising campaign with invaluable, up-to-date information as to the state of the market with respect to their wares—reporting adverse as well as favorable conditions. And if the campaign is entered upon it supplies maps, routes salesmen, obtains dealer acceptance and co-operation and otherwise assists the Sales Manager toward thorough distribution. It does not sell the product for the advertiser, but minimizes sales resistance for him.

If you are interested in selling this vast market of nearly 4,000,000 buyers, concentrated in sixty minutes of the famous Chicago "loop," write to the Merchandising Service of The Chicago Daily News, stating your problem and you will receive a prompt and informing answer.

The Daily News Merchandising Service will bring you dealer acceptance and co-operation.

With its circulation of 400,000—about 1,200,000 daily readers—concentrated 94 per cent in Chicago and its suburbs, The Daily News is the advertising directory and guide of the great majority of financially competent families in this market.

Daily News advertising creates that consumer acceptance which is the dealers' mainstay and first requisite for sales.

## THE CHICAGO DAILY NEWS

*First in Chicago*

# Buyers and Purchasing Agents Responsible for Part of the High Cost of Selling

Some of the Mistaken Ideas in Buying Methods That Add to Cost of Goods That Are Bought

By James A. Worsham

Treasurer and General Manager, The Maroa Manufacturing Company

**S**ITTING as a jury of one, I indict buyers for business in general for some of the higher costs of selling. It may seem strange, but it has been a difficult thing to get them to admit, willingly, a share of the responsibility.

This recalls to mind an actual incident in a small town where I once lived.

The bank in a neighboring town was robbed and the officials phoned to our town, asking the constable to be on the lookout for the two desperadoes.

He went down to the station, and seeing two suspicious looking men, approached them and asked: "Are you the two birds who robbed the bank at Argenta?"

"Hell, no," they replied, and he left them.

A few hours later they were taken into custody at the next city. Later on our constable was heard to remark: "I would have gotten those fellows if they hadn't lied to me."

I do not mean to imply that the buyers whom I have interviewed meant to mislead me. But it does seem that they are in an enviable position to pass the buck to most anyone else involved.

I said to a buyer of the largest department store in town: "We have tried to place the blame for higher selling costs on everyone now but you buyers. We have blamed the manufacturer, raw material producers, the transportation companies, the distributors, both wholesale and retail, and we have even suggested that the buying public might be guilty. Every last one passes the buck to someone else. You are the only fellows left. Surely you are the guilty

ones—you fellows who buy for retail stores—even the buyers for the manufacturer and for the distributors."

And that started the fireworks.

If I were trying to indict the buying public I might take time to tell you how, in a seemingly effective manner, this buyer showed that the buying public was the sole and only cause of higher selling costs.

Summarized: The public wants certain goods—must be right up to date—must be different from those of last week—must have deliveries even on small purchases—deliveries must not be ten minutes late—20 per cent of goods taken out returned—long credit terms and so on.

The owner and buyer for a men's furnishing house burst out upon being accused, "See that window there? My electric light bill for that window alone is more than my entire overhead used to be."

And when I talked about advertising value, he gave me a lecture in advertising in general that would convince the most skeptical that all retailers are not sold on advertising yet. It might indicate why in many cases advertising material sent the retailer by the manufacturer is never used.

All of this convinced me that buyers were not going to convict themselves. And I really didn't expect them to.

This much is certain, however. These buyers are between the deep sea of public demand and the manufacturer who makes a certain article and then sets out, through advertising, to educate the people to demand it. This has certainly

raised the standard of living, which in turn has raised the cost of catering to it. Thus say these buyers who take the manufacturers' output.

Buyers may be classified variously and each class is guilty of its own peculiar sins against economical methods of distribution.

There is the buyer for a large firm who does nothing else. Then the department buyer, the buyer who also does a great deal of selling, and the buyer who is also the proprietor, and so on through various combinations.

One merchant said to me, pointing at the hat buyer (who was also the leading hat salesman): "Of course they are responsible. Every year he buys twice as much as we can sell." Yet from other sources I learned that that hat buyer had been with this merchant many years.

Two outstanding features of the buyers' responsibility in higher selling costs were brought out by a manufacturer's salesman selling direct to the retailer.

"There is a merchant in a little town of 1,200," he said, "who does all of his own buying. My company is a jobber as well as a manufacturer. I call on this man every few weeks—have been doing this for years—yet when I come in, he invariably gets busy at something, even though it is waiting on a customer with other salesmen standing around doing nothing. He sometimes keeps me waiting an hour before he will see me. Even then he will not take time to give me his undivided attention. Usually it takes me a good half-day to sell this man a bill of goods that he could buy in thirty minutes. He really wastes his own time as well as mine. I understand he treats all alike in this respect."

Another salesman told me this: "I have several buyers who will not order full-package lots. They are in the half-dozen or quarter-dozen class. Perhaps I have a very special item quoted in gross lots. It is an item that could easily be handled in that quantity. Some

of these buyers often give me plenty of time to give all the details.

"Sometimes they lead me on by asking questions as we go along. Then when I raise my pencil to mark down a gross they will say: 'Well, you might send me a half-dozen for trial.'

"It is probable that such buyers wish to split up their small business among several firms. I have seen as many as six salesmen, all selling practically the same thing, descending upon such a buyer the same day. Perhaps it isn't his fault, after all.

"There is a class of buyers who order in big lots without hesitation. They treat you with extreme politeness and listen to your story and take the amount you suggest without any argument whatever.

"Then when you get back to the home office you will find a nice telegram pinned to your wall executed order, saying, 'Cancel shipment. Letter follows' or 'Hold shipment until we notify you to ship' and the notice never comes.

#### WHEN THE BIG CHIEF STEPS IN

"Some buyers of large department stores order the goods in good faith and may really need them, but when you take the order higher up, it is cancelled and your hour's work goes for naught.

"Of course somewhere along the line these selling costs must be and are absorbed, finally to get back to the ultimate consumer.

"Then there is the buyer who refuses to buy unless you give him the exclusive agency. This is perhaps all good and proper for many things. But I used to call on a man who baited me along for quite a while by buying small quantities from my jobbing connection. His competitor across the street often asked me to call but I steadfastly refused. My friend always left me under the impression that next time he would give me an order that would stagger the house.

"All of this time, though, I noticed he was buying from my competitor.



"So one day I cut loose and sold every man in town. My friend got hopping mad but he still buys as much from me as he ever did and my sales are about four times what they used to be, because I put in the time selling the others rather than waiting for the train."

The testimony of a salesman for a large manufacturer who called only on the city trade was as follows: "Yes, you can get quicker action out of the executive buyer of a large firm. He seems to know what he wants and how much. He knows values and there isn't so much argument."

"Having a buyer who does nothing else was originally designed to facilitate the transaction of such business. But it seems to have grown into a system for keeping the buyer protected from the attacks of salesmen. It seems to be a system, in many places, to keep a salesman out."

"I have spent two whole days getting into a buyer's sanctum and sold my goods in ten minutes after I landed. Of course there have been times when I didn't make any sale. But in either case the delay was indefensible."

"As a specific case, I will mention a firm whose buyer I knew when I was a boy. I don't know whether he recognized my name or not. But evidently he didn't, for he kept me waiting two whole days."

"The morning of the third day I got my dander up, and when the young lady came out and said something about 'Mr. Jones being in conference,' I took the bit between my teeth and, much to her astonishment, I brushed past her and walked in on that purchasing agent. He evidently didn't hear me, for he was standing at the window with one foot resting on the sill, looking down the street. He kept that position for ten minutes. I timed him. Great was his astonishment when he turned around."

"I didn't hesitate to read the riot act to him and I expected to be thrown out, but he took the lecture and waved me to a seat."

"I really sold him a large order. Pressed for a frank expression, he said: 'I want those birds to get the idea that I hold an important position. I want to break their nerve.' And of course in doing this he was raising some firm's selling costs."

There is the buyer who gets the "Own Brand" disease. It is a terrible thing. He is going to "give the public a better deal by cutting out expensive advertising goods and marketing his own brand for less." Of course, there are manufacturers who meet his demands. He gets his own brand and proceeds to pass the word down to the salesmen about "Sells for less because no expensive advertising back of it," and all awake later to find out that slow sales are keeping the profits on the shelves or that more local advertising has to be done to move the goods than had been spent by the manufacturer of some nationally advertised brand.

Then there is the buyer who underbuys and doesn't hesitate to wire collect and beg frantically for goods or for specials or for items to fill in, when really the next season's goods are being put through.

Whatever blame may rest on the buying public for all of their demands for style, service and credit accommodations, the man who buys for this public is not without some responsibility.

More intelligence displayed in buying; more courtesy and promptness shown the salesman; less cancellations in times of uncertainty; an open-door policy instead of an "in conference policy" will all conserve somebody's time and react at least indirectly in lowering the cost of distribution.

### C. W. Payne Joins Kemper-Thomas Company

Clarence W. Payne has been appointed manager of the advertising and direct sales promotion department of The Kemper-Thomas Company, Cincinnati, manufacturer of advertising novelties. Mr. Payne was formerly with the Crawford Advertising Company of Cincinnati.

### Former Chicago Agency Heads Join Lesan Staff

E. A. Stavrum and W. D. Shafer, formerly the heads of Stavrum & Shafer, Inc., Chicago advertising agency, have joined the Chicago executive staff of The H. E. Lesan Advertising Agency, New York. The accounts directed by Stavrum & Shafer, Inc., will be handled by the Lesan agency in the future. Stavrum & Shafer, Inc., has stopped functioning as an advertising agency and will go out of existence as soon as its affairs have been liquidated. The H. E. Lesan Advertising Agency has not absorbed Stavrum & Shafer, Inc., or taken over its obligations, the affiliation of Mr. Stavrum and Mr. Shafer with the Lesan organization being purely a personal contract relation.

### Stewart-Warner 1924 Advertising Plans

The 1924 advertising program of the Stewart-Warner Speedometer Corporation, Chicago, calls for space in sixty newspapers of the larger cities of the country and four national periodicals. A six-month nation-wide outdoor advertising campaign will also feature Stewart Custombilt Accessories. In business-paper advertising the company is now urging dealers to stock in anticipation of demand.

### Ray W. Sherman Leaves Class Journal Company

Ray W. Sherman has resigned as business counsel of the Class Journal Company, New York. Mr. Sherman was formerly in charge of the merchandising department of the Automotive Equipment Association, and was for nine years with *Motor World* and other publications of the Class Journal Company.

### J. H. Lemmon Joins Power, Alexander & Jenkins

John H. Lemmon has joined The Power, Alexander & Jenkins Company, Inc., Detroit advertising agency. For the last six years he was in charge of special advertising service for the Chicago office of the Class Journal Company, New York.

### Cream of Rice Account for Snitzler-Warner Agency

The American Rice Products Company, Chicago and New Orleans manufacturer of Cream of Rice, has placed its advertising account with the Snitzler-Warner Company, Chicago advertising agency.

### "The Elks Magazine" Opens Chicago Office

*The Elks Magazine*, New York, has opened a Western office in Chicago.

### J. E. O'Mara Made Director of Brooklyn "Daily Eagle"

John E. O'Mara, of O'Mara and Ormsbee, publishers' representatives, New York, has been elected a member of the board of directors of the Brooklyn *Daily Eagle*. He was at one time advertising manager of the *Daily Eagle*, for which Omara and Ormsbee are national advertising representatives.

### Paul Block Transfers N. Frederick Foote

N. Frederick Foote, for thirteen years manager of the New England office at Boston of Paul Block, Inc., publishers' representative, will return to the home office of that organization at New York on February 1. Mr. Foote will have charge of the advertising of the fashion publications of the Pictorial Review Company.

Paul V. Hanson and M. L. Tyler, as co-managers of the Boston office, will succeed Mr. Foote.

### Join Bissell & Land

Harry E. Cleland has joined Bissell & Land, Inc., Pittsburgh advertising agency, as general counselor and special representative. He was formerly with the McGraw-Hill Company, New York, and more recently was with the Pomeroy-Cleland Agency, New York.

Sherman F. Smith has also joined Bissell & Land, as an account executive. He was with the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa.

### Marco Morrow Heads Agricultural Publishers

Marco Morrow, The Capper Publications, was elected president of the Agricultural Publishers' Association at a meeting held recently at Chicago. Other officers elected were: Alfred F. Jones, *The Farm Journal*, first vice-president; Horace C. Klein, *The Farmer*, second vice-president; J. Lewis Draper, Phelps Publishing Company, secretary, and C. A. Taylor, *Farm Life*, treasurer.

### Great Northern Railway Appoints McJunkin Agency

The Great Northern Railway Company has appointed the McJunkin Advertising Company, Chicago, to direct its advertising. The Pershing Hotel, Chicago, also has placed its account with the McJunkin agency. Newspapers will be used for the latter account.

### J. H. Perry Buys Sunday Edition of Pensacola "News"

John H. Perry, publisher of the *Pensacola Journal*, daily newspaper, has bought the Sunday edition of the *Pensacola News*. This edition will be discontinued.

# Automobile big sales possibilities in Philadelphia

Keenness of Philadelphians for information about automobiles was strongly shown by the fact that the Philadelphia Auto show broke all its attendance records, and more people than ever inspected the exhibits during the week.

When you consider there are half a million families in Philadelphia and vicinity, you'll get an idea of the big sales possibilities here.

Business is good in Philadelphia and its workers are well employed making money.

This spring will bring forth large sales of automobiles here.

*The only question is: Are you going after this business?*

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Bulletin

PHILADELPHIA'S NEWSPAPER



Net paid circulation for the year 1923  
505,035 copies a day.

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

### NEW YORK

814 Park-Lexington  
Building  
(46th & Park Ave.)

### DETROIT

C. L. Weaver  
Verree & Conklin, Inc. 125 Pall Mall, S. W. 1  
117 Lafayette Blvd.

### LONDON

Mortimer Bryans

### CHICAGO

Verree & Conklin, Inc.  
28 East Jackson  
Boulevard

### SAN FRANCISCO

Harry J. Wittschen  
Verree & Conklin, Inc. 5  
681 Market St.

### PARIS

Ray A. Washburn  
5 rue Lamartine (9)

(Copyright 1924—Bulletin Company)

# 13,011,766

## *lines of advertising in 1923*

During 1923 the New York Evening Journal published a greater volume of advertising than was ever published before by any New York evening paper. Over its own record of 1922—the largest advertising year the Journal ever had—it

### ***Gained 1,222,266 lines***

The way the Evening Journal has led its field in volume of advertising is an impressive record of advertisers' preference and their recognition of the selling power of the responsiveness of the *largest evening circulation in America.*

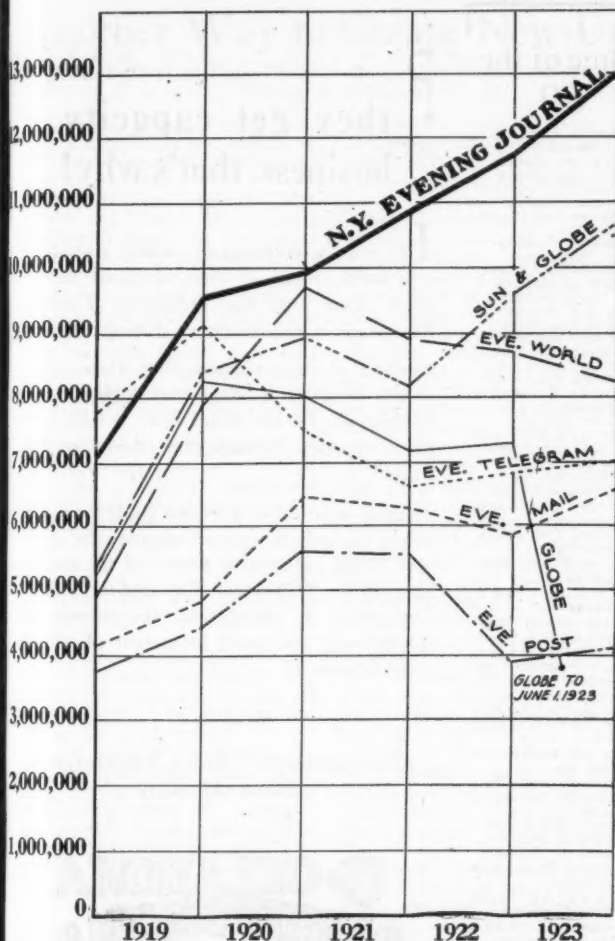
*Lineage records from the  
Evening Post Statistical Department*

	1923	GAIN	LOSS
EVENING JOURNAL ..	13,011,766	1,222,266	
EVENING MAIL .....	6,568,024	629,684	
EVENING POST .....	4,135,756	257,068	
EVENING TELEGRAM .	7,035,650	173,348	
EVENING WORLD ....	8,258,736		414,670
SUN AND GLOBE. ...	10,689,292	1,068,476	

Because lineage figures show the composite preference of thousands of advertisers, they are sound guides to follow when selecting papers to use in New York.

# NEW YORK EVENING JOURNAL

*America's Growing*



A graphic record of leadership  
showing Evening Journal supremacy in its field

# EVENING JOURNAL

*Evening Newspaper*

## Some of the 69

CHEROKEE FUEL CO.  
(Creek Coal)  
PENICK AND FORD  
(Brer Rabbit Syrup)  
VACUUM OIL COMPANY  
(Gargoyle Mobiloil)  
STANDARD SANITARY  
MFG. CO.  
(Standard Plumbing  
Fixtures)  
BUICK MOTOR COMPANY  
LIGGETT & MEYERS  
(Chesterfields)  
HOOVEN & ALLISON  
(Blue Heart Rope)  
THE RICHARDSON CO.  
(Richardson Roofing)  
POSTUM CEREAL CO.  
(Postum & Grape Nuts)  
AMERICAN TOBACCO  
COMPANY  
(Bull Durham)  
MAXWELL MOTOR CORP.  
THE ELECTRIC STOR-  
AGE BATTERY CO.  
(Exide Batteries)  
OLDS MOTOR WORKS  
MARLAND REFINING  
COMPANY  
HARTFORD FIRE INSUR-  
ANCE CO.  
MCQUAY-NORRIS MFG.  
COMPANY  
FIRESTONE TIRE &  
RUBBER CO.  
OYSTER SHELL PROD-  
UCTS CORP.  
HUPP MOTOR CAR CORP.  
HILL'S BUSINESS COL-  
LEGE, Oklahoma  
City, Okla.  
FORT SMITH GARMENT  
CO., Fort Smith,  
Ark.  
KELLY-SPRINGFIELD  
TIRE CO.  
NATIONAL LEAD CO.  
EXCHANGE SAWMILLS  
SALES CO.  
(Eisco Lumber Products)  
ARMOUR & COMPANY  
COLGATE & COMPANY  
AMERICAN RADIATOR  
COMPANY  
CHAMPION SPARK  
PLUG COMPANY  
GENERAL MOTORS  
TRUCK COMPANY  
WESTERN CLOCK CO.  
GOODYEAR TIRE &  
RUBBER CO.  
(Tires only)  
UNION CARBIDE SALES  
COMPANY  
FAIRBANKS, MORSE &  
COMPANY  
HARRIS MFG. COMPANY  
MELLIN'S FOOD CO.  
BOSTON VARNISH CO.  
INGERSOLL WATCH CO.  
HALL, HARTWELL & CO.

? they get capacity  
business, that's why!

IT wasn't coincidence, when sixty-nine companies, most of them national advertisers, used *only* the *Oklahoma Farmer-Stockman* in this territory during 1923.

Such a choice indicates that these companies believed a single farm paper, the *Oklahoma Farmer-Stockman*, would produce capacity business for them in this State.

Indeed, what other selection could be made, when skilled thought analyzed the facts and found indubitable proof of the leadership of the *Oklahoma Farmer-Stockman*—leadership in circulation, in volume of advertising, and most important of all, in *reader-interest!*

More Coverage — More Advertising —  
Lower M. Rate

**THE OKLAHOMA  
FARMER-STOCKMAN**  
CARL WILLIAMS  
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.  
THE OKLAHOMAN & TIMES—RETAIL SELLING

E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Kansas City Atlanta San Francisco

# Another Way to Create New Uses

Manufacturer of Dolly Madison Bedspreads Finds a Market for Draperies to Match

A GREAT many retail sales are made or lost on the association of colors, shapes, designs or textures.

For instance, follow Mrs. Brown and Mrs. Brill through a department store. In the pottery department Mrs. Brill sees a vase that appeals to her.

"How nicely that vase would fit into the little nook at the foot of our front stairway," she remarks. "But the color would clash horribly with our hangings. Have you something in the same shape, but in a dark blue?" she asks the clerk.

The clerk shakes her head, and the two women pass on.

In the furniture department Mrs. Brown is much taken with a tapestry covered stool.

"But," she says, "the tapestry will not go well with my living-room set. Can you furnish me the same piece with a tapestry that more nearly matches that of my set?"

The clerk explains that he can furnish the stool upholstered with almost any standard design of tapestry and, after samples are shown, the sale is made.

If the vase in the pottery department had been made in a shade of dark blue Mrs. Brill would have made the purchase. Because Mrs. Brown could get the stool upholstered in a tapestry that matched that of her living-room set she bought.

The importance of this harmony of products cannot be overestimated in retail selling. A manufacturer may be making the most durable, sunfast shade cloth in the world, but he will not be able to get it into a number of homes if it doesn't match certain hangings. One of the obstacles against the sale of radiators for years was that the ordinary radiator was an eyesore in certain types of homes. When radiator manufacturers learned how to conceal their product or to make designs that

harmonized with home surroundings they opened up new possibilities for sales.

George Royle & Company, makers of drapery and upholstery material, are turning the association stumbling block into an asset by an advertising idea that gives them a sales spread over two departments in the retail store. The idea points the way to other manufacturers who sell products that are retailed in different departments but can be brought into alliance by setting up in the mind of the consumer the desired association of ideas.

The Royle story goes back to 1921 when the company first put the Dolly Madison bedspread on the market after a tryout had convinced it that there was a market for the crinkle cloth spread. As soon as the company was convinced that there were real sales possibilities in the crinkle cloth spread, it started advertising.

The first consumer advertising appeared in September, 1922, and was designed to familiarize the public with the trade name and to bring before consumers the distinctive quality of Dolly Madison spreads. From the first the company adopted a policy of confining its retail outlets to one or two good stores in a town or city with the idea of building up a cohesive class of select dealers.

After the groundwork was well laid the company decided to bring a new idea into its advertising, an idea that would extend beyond the sale of bedspreads and at the same time would use bedspreads as the lever to get sales on a yardage basis. It was felt that as long as the bed departments in stores were carrying crinkle cloth spreads the upholstery goods departments could very well tie up with spread sales to get more yardage sales.

The method of getting these added sales was by emphasizing the possibility of a room deco-



rated harmoniously throughout with crinkle cloth. The company knew that most consumers are receptive to the idea of harmony in decoration, and that not only would bedspread sales bring more yardage sales, but also the very fact that it would be possible to get other articles to match the

Madison bedspread which carried this message:

Inquire at the drapery department and see the popular Dolly Madison crinkle cloth in color and pattern to match your decorative scheme by having draperies, window shades, slip covers, bureau scarfs, etc., made of this soft, lustrous material, which is so easily washed, needs no ironing and never looks mussed.



**DOLLY MADISON**

*Bed Spreads and Sets and  
Decorative Material to Match*

THIS PICTURE TELLS THE STORY—THE HARMONY IDEA  
THAT SELLS TWO PRODUCTS

bedspreads would mean more spread sales.

Such paragraphs as the following were introduced into the copy:

After selecting your spread at the bedding department of your leading store, ask the drapery department to see Dolly Madison crinkle cloth to match, for your window shades and draperies, bureau scarfs, lamp shades and slip covers.

In this way consumers were taught to think of bedspreads as only an integral part of a general decorative scheme. In the illustration the bedspread was the main feature, but always in the background were other articles made of crinkle cloth of a like design.

To carry the idea into the store a tag was attached to each Dolly

etc., all of design that harmonized with the bedspread. With the booklet was sent a letter which dwelt almost entirely on the "crinkle cloth room" idea.

Reprints of the advertisements were sent to buyers and merchandise managers of stores already on the list and to the same people in stores where Dolly Madison products were not sold, if these stores had been recommended by consumers and stood the company's test for choosing dealers. That the advertising has paid is shown by the fact that there has been an increase of about 1,000 per cent in business since 1921.

The campaign will be continued through 1924, broadening all the time as the company finds itself on sure ground. More intensive

On the reverse side of the tag are directions for washing crinkle cloth.

Another feature of the advertising was an offer of a doll's bedspread, ten by fourteen inches in size. This was sent out along with a letter ostensibly to children but really written for parents and giving the name of a convenient Dolly Madison dealer.

A booklet was offered in some of the advertisements. The booklet showed a picture of a room fitted out with crinkle cloth. As in the advertising illustrations, the chief feature of the picture was the bedspread, but in the background were crinkle cloth curtains, lamp shades,

work is also planned with dealers, although as soon as dealers recognize the value of the extended sales idea they are quick to give their co-operation.

The possibilities of the idea are by no means limited to draperies. In many fields there is the same opportunity to get the same sales spread that is now enjoyed by Dolly Madison crinkle cloth. Good advertising to consumers backed by work with the dealer and other methods to get the consumer to realize the possibilities of harmonious buying make the getting of these added sales by no means a difficult task.

### Coloring Consumer Choice with Color Booklet

The current advertising of Indian Head cloth by Amory, Browne & Company, Boston, features the lasting colors of their product. Tying up with the idea and serving to make a friend of the reader through supplying helpful information, is the offer of a booklet entitled, "Your Color and Why." The booklet tells what colors will make the reader look her best and at the same time colors her choice in favor of Indian Head cloth.

### Hilco Radio Account for Johnson-Dallis

The A. E. Hill Manufacturing Company, Atlanta, Ga., maker of Hilco radio apparatus, plans a campaign in radio publications. Direct mail will be used to reach approximately 5,000 radio jobbers and dealers in the United States and Canada. This advertising campaign will be directed by the Johnson-Dallis Company, Atlanta advertising agency.

### Truscon Steel Advances Peirce Lewis

Peirce Lewis, assistant advertising manager of the Truscon Steel Company has been advanced to advertising and sales promotion manager.

The advertising department has been transferred from the Detroit executive office to Youngstown, O., where the general offices and works of the company are located.

### Sales Manager Made Officer of National Surety

John A. Cochrane has been elected vice-president of the National Surety Company, New York. Mr. Cochrane joined the company about four years ago as sales manager of a department handling its then newly issued forgery bond.

# The George L. Dyer Company 42 Broadway New York

Western Offices  
76 W. Monroe St.  
Chicago



## Newspaper, Magazine and Street Car Advertising

### Publicity and Merchandising Counsel

## Canners Association Considering Co-operative Advertising

**Inquiries Made by PRINTERS' INK at Annual Convention at Buffalo Reveals That Definite Action May Be Taken within Thirty Days on Question of Co-operative Advertising**

**ALTHOUGH** no definite action in regard to advertising was taken at the conventions of the National Canners Association, the Canning Machinery and Supplies Association and the National Food Brokers Association held at Buffalo the week of January 21, Royal F. Clark, the newly elected president of the canners' association, told a representative of PRINTERS' INK that he hoped to bring about definite action in regard to a co-operative advertising campaign of national scope within the next thirty days. If the canners decide for such a campaign at once, the next step will be up to the National Wholesale Grocers Association, which meets early in the spring.

"The canning industry is one example of the possibilities of developing through advertising," said Mr. Clark in an address. "We have spent many thousands of dollars in experiments which proved beyond question that canned foods are safe, economical and convenient—the best food that can be placed upon the table of the American home.

"But, having established that fact, we have not broadcast it to the housewife, the buyer of our products."

Frank C. Englehart, president of the Canning Machinery and Supplies Association, claimed that the canning-machine industry does not do sufficient advertising to insure the continued growth of the industry. He said that his personal business had been built up by advertising to a point where more machinery is sold in fifteen days than was sold in a whole year not so many years ago.

While it would be incorrect to

say that any definite plans have been made by the canners or the officials of the organization, inquiry among officials developed the fact that the plan which is most likely to be worked out within the next month or so will be along lines that have been previously considered but not adopted by the canners. The most favored plan is one that would require the canner to add one-fourth cent a dozen cans to his invoice and when the wholesaler remits for this the canner would be obligated to pay into the association fund one-half cent a dozen cans toward advertising. This would amount to one cent a case, and based on the per capita consumption of 100,000,000 cases of canned goods a year, would give the canners approximately \$1,000,000 a year for advertising.

The tentative thought of the officials is that the advertising fund should not be administered by any association but through an executive or business council composed of representatives of the various organizations who would give up their time to the work. An alternative plan would call for hiring a council of advertising experts to handle the appropriation.

## Correspondence Files Valuable for Direct-Mail Advertising

One of the best sources for obtaining a list of names for a direct-mail campaign is in the correspondence files of the advertiser, according to Ezra W. Clark, advertising manager of the Clark Equipment Company, Buchanan, Mich., who was a speaker at a recent meeting of the Advertising Council of the Chicago Association of Commerce.

Mr. Clark's subject was "Finding the Industrial Buyer." He advised his audience to "check for names all letters that come to all departments of the company, such as purchasing, engineering, etc., as well as letters that come to the advertising and sales departments. Letterheads are authoritative. They give the names of officers and the signatures are often those of interested department heads."

Other speakers at the meeting were: John R. Hopkins, advertising manager of the Chicago Belting Company; Harry Neal Baum, advertising manager of the Celite Products Company, and Keith J. Evans, advertising manager of J. T. Ryerson & Son.

THE common accusation that wholesalers are not good salesmen may be true. But they are amazingly shrewd buyers!

They buy what their retailer customers need. The retailers in turn buy what their consumers want. And advertisers naturally turn to the consumer to create the demand that will force the retailer and the wholesaler to buy from them. It is a logical arrangement, a circle that is traversed both ways.

The wholesaler buys products which he *knows* his trade and their trade will buy. He is a shrewd judge of advertising. He has seen it work and gauged its effectiveness. He knows whether the consumer responds to good-will advertising and how vastly more effective advertising is that actually sells the goods.

If you expect to sell the wholesaler, you should consider his preference for advertising media. In Indianapolis, for example, a number of whole-

salers responded to a questionnaire sent out by an Indianapolis advertising agency. Eighty per cent of them (30% exclusively) selected newspapers as a preferred medium. The next highest medium, magazines, was selected as a desired medium by just half as many and only 5% named them exclusively. Some named both.

Their preference among the local newspapers was equally decisive. 94% selected The Indianapolis News, 22% of them naming it exclusively. Less than half as many named the paper ranking second in preference and only 6% of them named it exclusively.

If you want jobber influence, dealer influence and consumer response, use newspapers. If you want these things in Indianapolis and the Indianapolis Radius you must use The Indianapolis News. An irresistible army of facts proves it.

All the facts cannot be given here, but Dan A. Carroll, 110 East 42nd Street, New York representative, and J. E. Lutz, Tower Building, Chicago representative, of The Indianapolis News can give them to you. You ought to know them.

*A Coming Event  
Casts Its Shadow  
Before!*

1900



**T**True Story  
announces a  
print order of  
1,900,000 for  
the April Issue

*The biggest Auto event in the  
Rocky Mountain States*

## March 11, 12, 13, 14 Denver Auto Show

To reach the automobile men and car owners in the Rocky Mountain region, be sure to place your ads in *The Rocky Mountain News* and *The Denver Times* during the second week in March. The Automotive Section of *The Sunday News*, March 9, will contain special Auto Show features and advertising.

**THE ROCKY MOUNTAIN NEWS**  
(Denver's only morning paper—every morning of the year)

**THE DENVER TIMES**  
(Evenings, except Sunday—a clean, worthwhile newspaper)

**The Shaffer Group**

CHICAGO EVENING POST  
INDIANAPOLIS STAR  
LOUISVILLE HERALD  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
MUNCIE STAR  
TERRE HAUTE STAR

QUALITY PUBLICATIONS

### Representatives

**VERREE & CONKLIN, Inc.**  
300 Madison Ave., New York City  
Steger Bldg., Chicago, Ill.  
Free Press Bldg., Detroit, Mich.

**E. J. BIDWELL CO.**  
742 Market St., San Francisco, Cal.  
Times Bldg., Los Angeles, Cal.



# Increasing Sales with Crop Reports and Forecasts

How Sales Executives Can Get Data on Market Conditions from the Department of Agriculture

*Special Washington Correspondence*

**W**HILE innumerable manufacturing concerns use official crop reports as a basis for estimating and purchasing supplies and materials, very few have discovered the value of such information for the purpose of instructing, coaching and routing salesmen. Only about 200 sales managers are keeping in close touch with the Department of Agriculture for this purpose; but the importance of the information in their work is indicated by their willingness to pay the telegraph tolls, and its exceptional value is demonstrated by the fact that at least half of these executives are employed by the most successful concerns in the country.

Recently, the progress of crop forecasting by the Government has attracted attention to the entire proposition of crop reporting, and there is no doubt that this additional feature will make the service more valuable to sales managers in a great variety of lines. This thought was expressed the other day by Dr. William A. Schoenfeld, assistant chief of the Bureau of Agricultural Economics, who said that forecasts undoubtedly would do for advertising what the Department's crop reports are doing for a few and should be doing for many manufacturers and jobbers.

"Of course," he continued, "manufacturers and large distributors of farming implements, barn equipment and the like, fertilizers and all supplies necessary to the business of farming have realized the value of crop reports ever since the department took up the line of work. But many of the concerns in other lines never have learned, apparently, that a Government crop report is an accurate indicator of the purchasing power and inclination of all terri-

tories. And there is no doubt that the reports can be used to advantage in selling everything that the farmer and his family use.

"Let me illustrate by citing a personal experience. Before the last cotton report was issued on November 2, I happened to be in North Carolina. Business was unusually quiet before that date; merchants were putting off their buying for future delivery, and their spot orders were small. It was between seasons, and conditions were somewhat uncertain.

## CONDITIONS CHANGED

"Directly after the cotton report, business picked up wonderfully. The day following I talked with a number of bankers, merchants and business men of Raleigh, and during the following week I met a number of the best informed business men of other towns in the State. All were optimistic. The uncertainty had vanished; the State was assured of a prosperous fall and spring season, and merchants of all classes immediately began to estimate and place orders for their future wants.

"The report indicated that there was a general shortage in the other cotton States, but that the crop would be above the average in North Carolina and Texas, and that the price might be expected to remain high. The reaction to this on the part of the buyers in North Carolina was immediate, and it was surprising to find the sellers of merchandise so disinclined and slow to take advantage of the favorable condition.

"Implement manufacturers and distributors concentrated their selling effort with fair promptness; but I did not see or hear of a single instance of a manufacturer of hats, shoes, silks, cloth-

ing or any other line of general merchandise used by farmers, making any unusual effort to get the business booked while the merchants were in booking humor."

During a further discussion of his observations, Dr. Schoenfeld brought out a point that is well worth the consideration of every sales manager. He said that those concerns whose business was thoroughly established in a given territory invariably lost accounts when they did not take prompt advantage of favorable crop reports.

He mentioned the custom of such concerns to employ salesmen to take care of various territories. These men cover the ground at stated intervals, no matter what the conditions. When a favorable crop report is issued it is impossible for these salesmen to call on all of their customers soon enough to take full advantage of the favorable selling conditions created by the report. Customers ready and willing to buy become anxious after several weeks, and are more easily sold by competitors than they would be under ordinary circumstances.

At the end of a season or year, the salesman with an established trade in a favorable territory may show an increase that is entirely satisfactory to his sales manager. He has lost some accounts, but he has sold new ones easily, and his business may have shown an increase of 20 or more per cent. But it is not unusual for implement manufacturers to double or treble their business in a territory after a good crop report, by furnishing regular salesmen with assistants who call upon every customer within three or four weeks after the report is issued. And there is no reason why any established concern cannot secure like results with similar methods.

"Occasionally," Dr. Schoenfeld continued, "we have seen a manufacturer take advantage of a good report in just this way; but such a thing has been exceptional outside of the lines used directly in the business of farming. In advertising, too, we have noticed a

general hesitancy or failure to take prompt advantage of the conditions assured by favorable reports. Some of the implement manufacturers use the local news and farm papers with promptness, but it is usually three or four months before advertisers of other lines awaken to opportunities.

"Presumably, this tardiness is largely due to the time required in preparing advertisements, buying space and the other processes necessary for advertisement publication. And if this is so, the development of crop forecasting is necessary to the attainment of the maximum results in the advertising of everything the farmer buys and uses.

#### NOT A NOVELTY

"Crop forecasting is nothing new. Of necessity, farmers always have made forecasts, deciding, in the light of their knowledge of physical and economic conditions, how much land they will use, the acreage they will apply to each of the crops they raise, and the livestock they will keep as a part of their farming operations. Unfortunately, the great majority of farmers have allowed present prices to govern their estimates. As a result, they frequently plant high-priced seed in increased quantities, and sell the increased quantities of products at low prices, and, in turn, they plant lightly of low-priced seed and find that they have curtailed their production of high-priced products.

"It is this age-long and fixed habit of the farmer which is largely responsible for the peaks and valleys of farm product prices, of the very lean years that almost invariably follow the abnormally fat years. And the only remedy, apparently, is the scientific forecasting of crop demands and production which will at least indicate trends of prices with a fair degree of accuracy.

"Dealers in farm products, the middlemen, brokers, the large packers, and manufacturers who use large quantities of farm products of all kinds, have always

*From a Letter  
to Mr. Crowninshield  
from George Ade*

Every copy of Vanity Fair that I have seen holds my interest, because the publication is so frankly different from the monthlies which are trying to photograph in four different directions at the same time. I never overlook an issue.

*George Ade.*

Some Advertisers who also think pretty well of Vanity Fair.

EATON, CRANE & PIKE CO.  
ROLLS-ROYCE OF AMERICA, INC.  
ROGER & GALLEY  
JOHN WANAMAKER  
CHENEY BROTHERS  
JAMES R. KENDRICK CO., INC.

**VANITY FAIR**

*One of the Condé Nast Group*

attempted to forecast crops and farm production by a variety of methods. From the department's viewpoint, it is believed that agricultural forecasting can be made more accurate by bringing to bear historical and statistical methods of collecting materials. The subject requires a program so vast, one that takes advantage of much of the work already accomplished by the department, and that is so intimately concerned with data that can be compiled only by the Government, that I believe the Department of Agriculture is the one agency that can best furnish fairly dependable forecasts.

#### TALKING FROM EXPERIENCE

"For the last eighteen months the department has given the subject a great deal of study. The destruction of crops by insect pests can be forecasted many months in advance because we know the life cycle of the insects. With all of the major crops and with the raising of stock, we know the intentions of the farmers and we can predict acreage and the breeding of animals with a fair degree of accuracy. The weather is the only widely varying factor, and the only one that prevents accurate forecasting of crops in local territories.

"The wider the area the less important the weather factor becomes, and for this reason forecasting of crops for the nation is comparatively simple. For several major products, such as cotton, grain, dairying and hogs, the department has made forecasts six months or more ahead with very encouraging results. The accuracy of these forecasts shows, we think, that the subject can be developed to a point that will furnish an invaluable information service not only to farmers and dealers in farm products, but also to every concern that has anything to sell to farmers."

An inspection of the mailing list of the department reveals such names as Procter & Gamble, Buick Motor Company and the names of a number of other automobile makers, as well as the manufacturers of Delco lighting

outfits and many other prominent concerns. As stated, about 200 receive the wired reports, and several times that number are subscribers to "Weather, Crops and Markets" and other publications of the Department of Agriculture. More than 3,700 reports cover separate subjects during a year.

"If I were a sales manager," Dr. Schoenfeld declared, "I would make excellent use of this information. If my product were nationally advertised and distributed, I would take the wired service of the department, and I would study and use the information contained in all published reports. There are innumerable ways in which the facts can be used in concentrating selling and advertising effort in strategic territories, in coaching salesmen, in furnishing the sales force with compelling selling arguments, in circularizing the trade, in both the creating and placing of advertising, and in forecasting the demand and possibilities of the business.

"This information is readily accessible, and I would adopt it as an important part of my selling policy for three reasons. As the forecasting of the major crops and products is developed the subject will become even more important from a selling and advertising standpoint. During the last several years the department has made a number of intensive marketing investigations, and in every instance the reports plainly showed the necessity of a more general utilization of the crop information the department is giving out. And my third reason is that I know a number of sales managers of large concerns who are using the reports and information in the ways I have mentioned with remarkably successful results."

#### Dairymen's League Appoints F. W. Schnirring

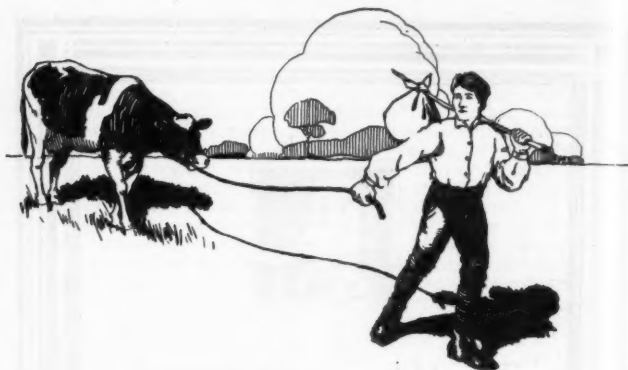
F. W. Schnirring has been appointed advertising manager of the Dairymen's League Co-operative Association, Inc., New York. Until recently he had been with the advertising department of the Nestle Food Company, New York.



The Minneapolis Journal in 1923 gained 14,584 lines in total rotogravure advertising. The second paper lost 54,584 lines. The Journal gained in every classification, local, national, classified and rotogravure, and was first by a substantial margin in grand total advertising in 1923.

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormsbee, Inc.*



## *Daniel Webster and His Cow—*

Over fifty miles of half-made road separated the Webster farm from Dartmouth College.

Webster, with his cow, plodded this fifty miles into the wilderness seeking an education. But boys like Webster were few.

Today travel is easy, rapid and comfortable. We all know the colleges are crowded.

But how many know the extent to which farm boys are attending the agricultural colleges? How many realize the influence these college men have on the farm family's standard of living?

# The Farm Journal

first in the farm field  
New York Philadelphia Chicago

## *The Biggle Farm Is Different Now—*

Young Biggle is home from agricultural college—still a Biggle but somewhat changed.

He has new habits, new friends, new ideas on farming and wears new style clothing.

Mrs. Biggle welcomes his town friends to her newly fixed house. Jacob Biggle points proudly to results obtained by advanced farming practice.

Electric lights snap on and off in the house, the barns, and the poultry houses.

The Farm Journal has endorsed the work of the agricultural colleges, promoted their development and urged their attendance. Now The Farm Journal and trained men and women are working together in thousands of farm homes for a higher and higher standard of living.

As a result we see The Farm Journal's 1,150,000 families buying all kinds of desirable merchandise.



*—in fact enjoying the comforts and conveniences of today.*

# The Farm Journal

first

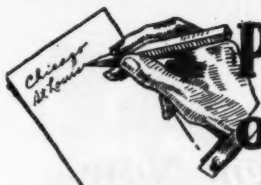
in the

farm field

New York

Philadelphia

Chicago



## Put New Orleans on that list!

You can't afford to pass up New Orleans and its trade area, chief market of the prosperous south.

Every one of this great market's principal sources of wealth is on a sound basis of steady expansion. Purchases keep pace with the constant enhancement of purchasing power.

¶ During 1923 there were 51 industrial plants established in New Orleans, and 23 plants of previous origin were enlarged.

¶ New Orleans tightened its hold on second place among the ports of America, its exports and imports approximating \$2,785,107,000.

¶ Louisiana and Mississippi yielded agricultural products estimated by Federal government experts at \$355,000,000.

You can reach by far the greater percentage of worth-while homes in the New Orleans market at one cost—through The Times-Picayune. Write for a list of 222 exclusive National Advertisers who did it last year.

# The Times-Picayune

**FIRST FOR THE SOUTH**

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# When Lettering Goes to the Costumers

Some Say Clothes Make the Man—It Is Equally True That Special Costumes for the Advertising Message Increase Its Effectiveness

By W. Livingston Larned

A SALESMAN who travels widely and who represents a firm which supplies small local stores with plated illustrations, was asked if he could name the one idea which had proved most popular during his experience of almost twenty years.

He pulled out a proof reading: "Prices Smashed." The letters, in heavy black, were broken into bits, as by a sledge hammer.

"It never fails," was his comment. "Goes just as big today as ever, because it's pictorial. It says something in a forceful and dramatic manner."

Such treatment brings a message to life. And by it words can be vitalized in a bewildering variety of ways.

A sentence of great importance can be "picturized." And we are just beginning to understand the remarkable possibilities in this field.

Lettering is sent to the costumers, as it were, and is decked out in raiment befitting its special work. The name of the product is made to spell out an illustration of its characteristics or its service to mankind. Some time ago, PRINTERS' INK told of the gradual development of this art, which is surely one of significant specialization.

Not alone are headlines and special captions made to dance attendance upon the wishes of the advertisers and the specific message he has to deliver, but advertising names and signatures are provided with peculiar visual interest.

In adopting the characteristic method of name-plating his product, one automobile bumper maker has divided the name into two parts, of three letters each, and headed each set inward, apparently at an accelerated speed, so as to

meet in the centre. In this way the suggestion of motion and of sudden impact is immediately established.

Marked ingenuity is shown in the Hassler Shock Absorber trademark name-plate, which certainly visualizes the possibilities of the "costumed letter," as made to tell the story of a product. In this instance the name Hassler is hand-drawn in such a manner as to suspend it, spring-fashion, between two outline automobile wheels. Clever joining of the H and the R by elongated spurs of these letters carries the suggestion a step farther. There is never a doubt as to legibility. In character name-plates of this kind the name itself becomes a complete unit, quietly conveying an idea of the product.

## A BIG DIFFERENCE

Shooting a vivid flash of electricity across the face of the name "Philco" at once illuminates and energizes that battery concern's name. A few lines, deftly placed, make all the difference in the world in the pictorial appearance of this series of six letters. Paint out the flash, making the letters solid black, and see how tame it seems, as compared with the original.

Lettering, although devoid of any actual illustrative feature, can, however, be made to suggest the spirit of the product. The flow of music, the strength of a machine, the frictionless movement of metal, all of these can be visualized in the very way the names are rendered; some delicately, some stolidly, massively, or very black and angularly, and others with a sense of easy motion.

Gar Wood is a builder of record-breaking marine engines for

the smaller types of racing craft and his name has become identified with the zip and the roar of swiftly moving bodies through water. How apt it was, therefore, when a signature was designed for him, for the artist to make the letters dash along through a transparent froth of white wake. The vitality and movement of such a name-plate is unquestioned.

The Samson trade-mark name-plate as originally used, was a blunt exposition of the name. As the manufacturer, the Mutschler Brothers Company, wished to emphasize the strength and stability of the products manufactured, office and directors' tables, it was believed that many might regard the name as that of the maker. Beneath the rugged black letters was placed a tiny outline figure of the familiar Biblical character who symbolizes strength, on his knees, supporting the name. From that time there was never any doubt as to the significance of the six letters.

The advertiser, then, is somewhat of a ringmaster. He cracks his whip and makes an obedient alphabet spring jubilantly through hoops and over the backs of elephants. He is determined to give them a brisk animation which they might not otherwise possess and which goes far in the direction of making them enter into the true spirit of the advertisement.

The range of the hand-lettered advertisement, as carrying a headline idea right on through to the end, is well exemplified in the current series of Santa Fe Railway advertisements. Each is almost entirely made up of drawn text, and in a characteristic style which has given the campaign an individuality at once arresting and positive.

It is not so much that the individual letters are strange of shape or illustrative in character, as it is that such compositions are seldom used and therefore novel.

The truest test of an advertisement of this kind is its power to concentrate attention under difficulties of bad make-up,

poor paper or poor printing.

The Santa Fe two-columns simply refuse to be "buried" or overlooked, exerting a peculiar and fascinating hold upon the attention, whether floated in the midst of reading matter or tossed unceremoniously into the midst of the heaviest kind of department-store displays.

Hand lettering deserves the lion's share of credit for producing such contrast to the more conventional material on every side.

In bringing his message to life, the advertiser is finding it well worth his while to send his headlines to the costumers.

### Reaching the Dealers' Salesman

Education of the dealers' salesmen in the manufacturing processes through which a product passes is frequently a necessary finishing touch to a well-rounded merchandising program. "The Story of a Buckingham Rug," with this objective, is featured in the business-paper advertising of Fetterolf Wiltons. These rugs are made by the H. G. Fetterolf Company, Philadelphia, for which the linoleum division of the Armstrong Cork Company, Lancaster, Pa., is the sole selling agent. An offer is made to mail a copy of the booklet to each member of a dealers' personnel if supplied with a list.

### Direct Mail Convention for Pittsburgh

The 1924 convention of the Direct Mail Advertising Association will be held at Pittsburgh on October 29, 30 and 31. The invitation of the Chamber of Commerce, Advertising Club, Typothetae, and other organizations of that city was accepted by the Board of Governors which met at New York recently.

### New Campaigns for Bundle Tyer Company

The National Bundle Tyer Company, Blissfield, Mich., is running a business-paper and direct-mail campaign for a new model of its bundle tying machine. A direct-mail campaign is also under way for a new tag-tying machine. The Atherton-Boxley Company, Toledo, is directing this advertising.

### Frances Buente Starts Advertising Business

Frances Buente, for the last five years editor of "Tide Water Topics," with the Tide Water Oil Company, New York, has started an advertising business at that city, specializing in direct-mail campaigns.

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## THE BIGGEST FEBRUARY

**A** GAIN, Harper's Bazar has surpassed its own best records.

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**F**ROM an advertising revenue point of view, the February Harper's Bazar is the biggest February issue we have ever published.

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**S**TEADY growth! Perhaps because Harper's Bazar does not sell *advertising space* so much as it sells *fashion influence through advertising*.

\* \* \*

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**F**OR its readers "set the fashion" in their own communities in motor-cars just as they do in clothes; in house furnishings just as they do in toilet preparations. Get them to use your product and thousands of other women will follow their example.

# Harper's Bazar

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6 IN PARIS

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# Rid That Sales Letter of Its Bombast!

A Plea for Business Letters That Are Written in An Easy Conversational Style

By B. W. Griffin

Assistant to the President and in Charge of Sales and Advertising,  
Gotham National Bank, New York

I PUT an advertisement in the Chicago *Tribune* one time for a correspondent. I happened to be out that day and I asked my wife to run through the stack of replies and pick out the good applications. When I came home, she handed me this one and said she thought it would give me a good laugh:

Your advertisement in today's *Tribune* has come to my attention. In reply, I wish to state that I feel completely qualified to initiate the position you offer. Fortunately, I am well educated, having graduated from the University of Illinois in business administration. It is of particular interest to you to know that my curriculum included courses in business letter writing and commercial law. My age is twenty-seven, and I have the concurrent ambition to become identified with a substantial business house, such as your advertisement reflects.

It will be a pleasure to present myself, but, necessarily, it must be at my convenience, as I am now employed. For your sake, I regret these circumstances, but will be prompt to comply with any arrangement you might phone me. In all sincerity, I am

I was very much amused and sat right down to write out my reply:

We have to talk straight from the shoulder in terse Anglo-Saxon words to collect our money.

Your epistolary phraseology reflects favorably upon your application during the collegiate period of your existence, and indeed previous to that excellent handbook of the discriminating, the thesaurus; and to that compendium of definitions, derivations and synonymous expressions frequently referred to as the dictionary, where you have delved with excellent results; exhuming an unique vocabulary and classic phraseology of sufficient rotundity to impress the human norm and properly express your individuality.

Your predilection to the polysyllabic conveyance of cognoscation, with its continued and reiterated periphrasis, and

From an address before a direct-mail group meeting at the New York Advertising Club.

your adaptation of the turgid and involved style of the Johnsonian era in preference to the lucidity of the masters of prose of the succeeding century is, in our opinion, not entirely commendable. In my peregrinations in the Arcana of this modern metropolis I am more and more convinced that neither curriculum or verbiage can ever attain the "*sine qua non*," in spite of your concurrent or pre-eminent ambition. One must appeal, you know, to the canaille.

I have taken a few moments when my stenographer and I are rushed to death, to point out an error in your attempt to break into business. You have ability, I can see by your letter, but the workaday business world has no time for education for itself, nor for language for itself. A letter must get direct results. Make your ideas almost break through the texture of language and you'll grip them as the Ancient Mariner did "with his cold and glittering eye." Talk the language of the masses.

Now go to it! Land your next job, but may I suggest that you use more simple and direct language in your next letter of application.

Strength of language is derived first of all by the use of Anglo-Saxon words rather than words of Latin derivation. I taught English, so I could reply to that man. In business, to get results you don't have to talk that way. To acquire force in letters as in simple and rugged everyday conversation, one can cut out unnecessary words. To quote the Atlanta *Constitution*: "When you've got a thing to say, say it, don't take half a day; life is short, a fleeting vapor, don't you fill that whole — paper with a tale which, at a pinch, could be cornered in an inch. Boil her down until she simmers—polish her until she glimmers. When you've got a thing to say, say it, don't take half a day."

Put yourself in your letter, so that when a man receives your letter, you step out and look him squarely in the eye. When you do this, your letter speaks a



## UNION, MO.

45 MILES from ST. LOUIS

Consider one of the smaller towns in The 49th State.

Union is the home of 2000 people. They need and buy just what you and I buy—automobiles, clothing, jewelry, furniture, food, books, tools.

The size of the town makes little difference in The 49th State, for people everywhere have wants to satisfy.

Union has bank deposits of \$1,450,000. Besides a shoe factory and a corn-cob pipe factory, Union has these commercial interests:

- |                             |                    |
|-----------------------------|--------------------|
| 9 Grocery Stores            | 2 Drug Stores      |
| 8 Auto Dealers and Garages  |                    |
| 2 Hardware Stores           | 1 Jeweler          |
| 2 Building Material Dealers |                    |
| 3 Shoe Stores               | 7 Dry Goods Stores |
| 4 Men's Furnishing Stores   |                    |
| 2 Furniture Stores          | 1 Stationer        |
| 2 Confectioneries           |                    |

What the folks of Union cannot buy at home they can buy at St. Louis. It's a short trip by rail or road.

The Globe-Democrat is the favorite paper in Union—has been for years.

Circulation in Union:  
Daily—131; Sunday—238

## Globe-Democrat

St. Louis' Largest Daily

F. St. J. Richards, New York  
Guy S. Osborn, Chicago  
J. R. Sclarno, Detroit

C. Geo. Krogness, San Francisco  
Dorland Agency, Ltd., London  
Asso. American Newspapers, London and Paris

We could not be solicited  
unless we gave St. Louis  
her BEST Newspaper.

### The 49th State

—Add this new commonwealth to your map. It's a circle—radius 150 miles.

Call it "Globe-Democrat Influence." The capital is St. Louis.

The population exceeds 4¼ millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

The Globe-Democrat serves the entire 49th state. No other single newspaper even claims such coverage.

St. Louis  
the City with  
\$87,000,000  
to spend on  
Municipal  
Improvements

# 1923 and 1924

1923 closes with the best record in our 35 business years.

For making possible that substantial showing we wish to pay this appreciation to the advertisers, agencies and publishers, well knowing, however, that appreciation can best be demonstrated by an ever improving service.

The publishers with whom we have enjoyed working have shared in our prosperity as we have in theirs. Most of our papers have shown very nice gains.

We are in a mighty fine business—and not the least of its advantages is the genuine fun and satisfaction from contact with the kind of men the business has attracted and held.

We believe daily Newspapers are the primary advertising mediums because they completely meet the simple essentials of successful advertising: Use the mediums—available at *any* time—in *any* place—that reach the greatest number of prospects in territory where the advertiser has adequate distribution.

## E. Katz Special Advertising Agency

Established 1888

*Publishers' Representatives*

58 WEST 40th ST. NEW YORK CITY  
(between 5th & 6th Avenues)

CHICAGO KANSAS CITY ATLANTA SAN FRANCISCO

# A Record Unsurpassed

*Years Represented by  
E. Katz Special Advertising Agency*

Hutchinson News .....	26
Erie Times .....	24
Joplin Globe .....	24
Jacksonville Journal .....	23
Lexington Leader .....	23
Oklahoma City Oklahoman...	21
Ansonia Sentinel .....	20
Muskogee Times Democrat...	18
Cheyenne Tribune .....	13
Montreal La Patrie .....	10
Shreveport Journal .....	10
Huntington Advertiser .....	7
Ardmore Ardmoreite .....	7
Wichita Falls Times.....	6
Asheville Citizen .....	6
Colorado Springs Telegraph ..	4
Butte Post .....	4
Massillon Independent .....	4
Okmulgee Times .....	4
Waterloo Tribune .....	4
Wichita Beacon .....	2

*Months*

Coffeyville Journal .....	18
Denison Herald .....	18
Paducah News-Democrat ....	17
Durham Herald .....	15
Bluefield Telegraph .....	14
Honolulu Advertiser .....	7
St. Joseph Gazette .....	5
Danville News .....	5

***Why don't you write to or talk with  
these publishers and find the  
reason for this record?***

Call at our own offices: you will be interested to know something of our business-getting methods

**E. Katz Special Advertising Agency**

Established 1888

*Publishers' Representatives*

58 WEST 40th ST. NEW YORK CITY  
(between 5th & 6th Avenues)

CHICAGO KANSAS CITY ATLANTA SAN FRANCISCO

message that cannot be gainsaid. Your letter should be in easy conversational style. Some men as soon as they get in the office put on their business lingo along with their office coats.

Let me make a last stand against the business-letter lingo. Letters written for our good must be in easy conversational style.

They beg to inquire and they beg to state,

They beg to advise and they beg to relate;

They beg to observe and they beg to mention,

They beg to call your kind attention;

They beg to remark and they beg to remind,

They beg to inform and you will herein find;

They beg to announce and they beg to intrude,

They beg to explain and they beg to include;

They beg to acknowledge and they beg to reply,

They beg to apologize, beg to deny;

They reluctantly beg for a moment of time,

They beg to submit you an offer sublime;

Till I wish I could put the annoying array,

Of beggars on horseback and send them away!

(CAROLYN WELLS.)

In conversation, we talk specifically of one thing. In letters, we are much too inclined to be general. We are too stilted in our letters. We ought to be natural.

### Carroll B. Merritt Urges Co-operative Selling

Publishers in every field should co-operate to paint a complete picture for business men of the work done by advertising; they should sell the complete field, and secondly, the service rendered by publications of their particular class.

This was the point made by Carroll B. Merritt, general manager, *Scribner's Magazine*, and Earle W. Bachman, director of new business for The Quality Group, speaking at a dinner meeting of the New York Business Publishers Association held at the Machinery Club, New York, on January 25.

The speakers described the service and selling plan of The Quality Group and declared the adoption of similar co-operative efforts with cessation of destructive competitive selling would produce a greater volume of business for publishers in other fields.

### Chicago Business Paper Publishers Meet

At the annual dinner of the Chicago Business Papers' Association, a message was sent by Secretary of Commerce Herbert Hoover by radio and an address was made by Capt. Irving O'Hay, "soldier of fortune."

The following recently elected officers of the association were installed at the dinner: Eldon H. Gleason, advertising manager of *The Inland Printer*, president; Paul I. Altrich, editor of *The National Provisioner*, vice-president; J. R. Hannon, of *Motor Age*, treasurer, and J. A. Gilbert, *Office Appliances*, re-elected secretary. C. M. Yager, *The Modern Miller*. Retiring president, David B. Gibson, *Industrial Publications, Inc.*, and Edward B. Fritz, *The Paper Industry*, were elected members of the executive committee of the association.

### Plan Business-Paper Campaign on Hicarb

Hicarb is the name of a new silicon carbide product in paint and plastic forms, used for lining tempering furnaces, gas burner nozzles, forges, crucibles, enameling ovens, and for moulding and similar purposes. It is made by Adams & Jewell, Rome, N. Y. The company plans a campaign of consistent business-paper advertising in the power and refractory fields, the oil industry, etc. A sales organization and merchandising plans have been completed. The campaign will be supplemented by direct-mail advertising and salesmen follow-up of inquiries. The advertising will be directed by the Utica Advertising Service, Utica, N. Y.

### Advertiser Features Appliances Using Its Product

The Norma Company of America Long Island City, N. Y., in its national advertising features three different makes of vacuum cleaners. The talking point of the copy which is directed to women emphasizes the importance of having a vacuum cleaner which will never need oil. The featured products have Norma precision ball bearings and the reader is advised to ask dealers when buying any motorized household appliance, if it is "Norma" equipped.

### H. G. Hall Joins John Shillito Company

Harry G. Hall, has been appointed advertising manager of The John Shillito Company, Cincinnati department store. He was formerly president of The Keeler & Hall Company, Cincinnati advertising agency, and more recently has been advertising manager of the Famous & Barr Company, St. Louis department store.



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# Up from the "Stove Committee"

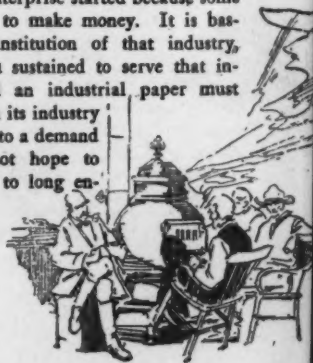
**I**N THE old days when communities were small it was very easy to get the news. The "stove committee" met each evening in the village store. The chief men gathered there and sat round the pot-bellied wood burner and sawdust box and smoked and chewedacco. They gossiped, talked politics, argued on religion, compared experiences, heard the news and carried it home. The "stove committee" of the village has been a very fundamental institution in the development of American local and civic life.

But as each community has grown there has always come a time when the thinking men of the town could no longer meet together around a stove. There were too many of them. Some new method of expression had begun to vitally needed to tell the news and what men thought about it—and they turned upon the art of printing. So it has been in town after town over the world—first a "stove committee," then a newspaper. And the press in every case sprung from the community because the community needed a vehicle for expression.

## The Industrial Community

The process has been the same in industry. For industry brought a new kind of a community into the world, a community of men scattered across wide areas but nevertheless engaged in a common work and common thinking. These men, located in very many towns, could never, of course, come together in a village store. But they had common interests and common problems, and they also felt the need for a medium of expression, a way to learn the news and opinions of the leading thinkers of their industry. And so came the industrial press, the business press, to satisfy that need.

For the press of any industry is not just a private enterprise started because some man wants to make money. It is basically an institution of that industry, created and sustained to serve that industry, and an industrial paper must spring from its industry in response to a demand or it cannot hope to prosper or to long endure.



## The Electrical Industry a good Example

There could be no better illustration of all this than is found in the electrical industry. It is particularly interesting because the whole development has come within the space of fifty years. And we have seen the "stove committee" of that small group of early pioneers—Edison, Sprague, Brush, Bell and their few associates and followers—evolve into a great industrial community numbering today fully a million men and women. As the industry has grown, the need has grown for service from the institution of the press, and to meet that need the electrical press has sprung from that community—first a single paper, then other papers, as groups of electrical men began to specialize. The whole process is vividly pictured in the story of the McGraw-Hill electrical publications, which at the start numbered only one and today have increased to six papers, each serving some well-defined community of interest among electrical men.

## The First Electrical Paper

THE first electrical paper began publication in 1874, a few months less than fifty years ago. It was called "*The Operator*," for the electrical industry then embraced just the telegraph. But soon things began to happen. The incandescent lamp, the motor, the central station came and the vision of the electrical industry began to dawn. This pioneer paper changed its name to the *Electrical World*, and from that day to this, through all these years, it has continued, expanded and developed with the industry it serves.

No better record of the evolution of the electrical industry can be found than in the back files of the *Electrical World*. Through the eras of research, invention and engineering into the present era of economics and market

development it has followed the trend of ideas and events in the world of electricity. It has been and it is today the executive and engineering paper of the industry, the newspaper of the electrical man, the vehicle that brings him the ideas and opinions of others, the mirror of his progress, his mouthpiece and his guide.

## A Paper for the Street Railway

BUT it was not long before small growing groups of electrical men began to separate themselves and form new interests. Sometimes such a group would come to need a paper of its own devoted to its special problems and its own news in detail. So it was when the street railways of the country began to abandon the horse and cable and adopt electric power. This radical change in the methods of local passenger transportation brought many new and complex problems demanding the freest interchange of experience and opinion. The old *Street Railway Journal*, founded as a street-car paper in 1884, was changed to the *Electric Railway Journal* and from that time on has given its entire attention to the service of this branch of the electrical industry.



## A Paper for the Merchant

AND then another situation arose. Retail merchandising had grown to be so great an interest and activity among electrical men that a strong paper to serve that field began to be demanded. And so the McGraw-Hill Company, having for years carried the responsibility for maintaining the institution of the press on an adequate basis in the electrical industry, purchased *Electrical Merchandise*, a small paper dedicated to a big idea, and built it up into a strong guiding paper renamed *Electrical Merchandising*.

But it was not just the creation of a public. It was the expression, the instrument of a new, virile, specialized community of electrical men that needed a paper of its own. *Electrical Merchandising* has crystallized a new trend in the industry and rendered a great service to the appliance department of the central station, to the electrical contractor and dealer and to the



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manufacturer and distributor of electrical merchandise, by pioneering in this fallow field, promoting this new business, providing a source of merchandising ideas, experience and inspiration and also a market place vitally needed.

ber of non-electrical stores that sell electrical appliances is steadily increasing. Those merchants who have grown so interested in electrical appliances are fast becoming a factor in the electrical market, but they are not electrical men and, thinking principally of the processes of merchandising, have bought and sold for price with little appreciation of the vital importance of quality and the dependability of these devices in service.



They are not yet interested in the electrical industry. So it became exceedingly important that a paper be made for these non-electrical retailers and for many small electrical dealers who, because they as yet lack broad interest in the electrical industry, do not read *Electrical Merchandising*. The press was called upon to help, and so this little paper *Electrical Retailing* was purchased and is being built into a strong influence to meet this specific need.

THOUGH not an electrical paper, with this group should also be mentioned *Power*. This publication has for years devoted space each week to the practical consideration of such electrical subjects as are encountered in the operation of industrial and private plants and has endeavored to serve especially those who by education and experience have come up through the steam end of the business.

SO, STARTING with a single pioneer paper, the *Electrical World*, there have developed these other papers, and we see the McGraw-Hill electrical group today numbering six publications. They reach regularly a total of 82,500 men and women of the electrical industry (not including *Electric Railway Journal* or *Power*) and are read and used by probably twice that number.

## Electrical World— the Master Paper

The *Electrical World* is the "master paper," the engineering and executive paper of the industry, the only weekly newspaper for electrical men—written alike for the central-station man, the electrical engineer, the manufacturer, the jobber and the large contractor. It

## A Paper for a Locality

THAT made three electrical papers in the group. Meanwhile, out on the Pacific Coast electrical men had felt the want of a paper to serve that distant section, to publish local news and discuss their special problems. They started a little paper called the *Journal of Water, Gas and Electricity*. One day the leaders of the electrical community on the Coast appealed to the McGraw-Hill Company to buy their journal and, by putting its stronger organization behind it, make the paper serve them more adequately. This time the demand for a paper sprang from the needs of a locality. The renamed *Journal of Electricity*, devoted entirely to the interests of the Far West, has been developed to satisfy that need.

## A Paper for the Industrial Electrical Man

TWO years ago came the fifth paper, the culmination of a long and steady pressure for still another specialization in the electrical press. For a long time the large industrial works of the country had been complaining that they had insufficient recognition in the electrical press, no adequate place in which to describe and discuss the operation and maintenance of electrical and associated mechanical equipment. As a group, these specialized electrical men had become so numerous and so important that they were entitled to consideration from the electrical press. So the old *Electrical Review* was purchased and turned into the *Industrial Engineer*. Again there arose an insistent demand, this time from a community of industrial men, and an old paper was made over for them.

## A Paper to meet a Trend

THE youngest child in the electrical press is *Electrical Retailing*, and its reason for existence is particularly interesting. The num-

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reflects broadly the progress of the industry, interpreting the ever-changing prospect, recording experience, carrying the thinking of important men out to their fellows, providing a forum where each branch of the industry may discuss its problems in the presence of the other groups. *Electrical Merchandising*, *Industrial Engineer*, *Electrical Retailing*, *Journal of Electricity* and *Electric Railway Journal* all are devoting themselves to the service of separate specialized communities of electrical men who as groups have peculiar problems that require a paper of their own.

### Changing Conditions *the compelling force*

If the electrical industry had not grown and gradually divided itself into these different classes of electrical men, the *Electrical World* could have continued to serve the entire industry itself as in the early days. But it became impossible for one publication to function as the

"master paper" of the electrical industry and also attempt to give detailed attention to special interests and spread information over the entire fast-expanding field. Therefore, to provide a complete coverage and an adequate press service to the new groups of electrical men as they began to form themselves into clean-cut communities, the new papers have been established at the call of the industry.

The industrial press belongs to the industries it serves. The electrical press is an institution of the electrical industry established and supported by the industry for the dissemination of information to electrical men. Without the knowledge that comes to electrical men through the electrical press—through these McGraw-Hill electrical papers—the electrical industry could not have grown to its present greatness. Unless this electrical press continues to serve electrical men in accordance with their changing needs, the industry cannot hope to realize its great future—any more than a modern city could today depend upon an old-time "stove committee" in a village store.



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## Japan Requires New Registration of Trade-Marks

COATESVILLE, PA., Jan. 21, 1924.

Editor of PRINTERS' INK:

For the past two and one-half years I have been in Japan (Yokohama) and at present I am on a brief visit to the United States, expecting to return to Japan in the near future. As I have done some patent and trade-mark work in Japan (being a registered patent attorney in the Japanese Patent Office), I was interested in going over some publications devoted to this work, but I find that most of the articles dealing with this subject have been printed by your publication.

It may therefore be of interest to you to know that the Japanese Patent Office in Tokyo was completely destroyed by fire succeeding the earthquake of September 1, and that by reason of such destruction it will be necessary for all patentees and trade-mark owners to re-register to protect their rights. In the cases where the matter was pending, i. e., no decision rendered, it will be necessary to refile as though no application had ever been filed; in cases where the application has been granted, then the owner must submit his letters patent, trade-mark certificate, or, if he has lost them, then other evidence to substantiate his claim. The petition must be filed before October 1, 1924, according to the existing regulations.

It would seem to me advisable under these circumstances for all foreign trade-mark owners and patentees to take prompt action, as they will otherwise lose their rights.

WILLIAM B. SPENCER.

PRINTERS' INK takes pleasure in printing the foregoing letter, as the facts given are of considerable importance to many American concerns having business interests in Japan.

We have been able to obtain through the office of the Japanese Commercial Attaché, a copy of the official English version of the emergency measure referred to in Mr. Spencer's letter. The text of the measure is as follows:

"Any persons living in foreign countries who wish to restore their registrations must present a copy of the document made with the first application for the patent, trade-mark, design or utility model on or before the end of October, 1924. The application should be presented through an agent who is a resident of Japan. No official fee is to be required for the re-recording of the registration."

Note should be made that the end, not the first, of October, 1924, is the closing date given in the measure for receipt of applications to re-register.—[Ed. PRINTERS' INK.]

## Hardware Advertiser Plans to Extend Campaign

The Schlueter Manufacturing Company, St. Louis, manufacturer of wash boilers and kitchen utensils, is conducting a campaign to the wholesale and retail hardware trade in all sections of the United States excepting New England and the Atlantic Coast States. Trade-paper advertising is being used and, according to M. J. Scallets, the company plans to extend this advertising to include publications covering both the department store and hardware trade. The company also is sending out large broadsides in a direct-mail campaign to dealers on its De Luxe wash boilers.

Mr. Scallets informs PRINTERS' INK that this advertising is producing gratifying results from dealers who are writing for information on the company's products. These inquiries are referred to the wholesale distributors in their territory as the Schlueter company does not sell direct to dealers.

The Bergen Advertising Company, Inc., of St. Louis, is directing this campaign.

## F. P. Foster Joins Jules P. Storm Agency

Frank P. Foster, II., has joined J. P. Storm & Sons, Inc., New York advertising agency, as vice-president. Mr. Foster was formerly an account executive with Hulscher-Rothenburg, Inc., New York, and was at one time advertising manager for The Glidden Company, Cleveland.

## G. F. Stanton with Schlörer Delicatessen Company

G. F. Stanton has been appointed sales manager of The Schlörer Delicatessen Company, Philadelphia. Mr. Stanton was for fourteen years with The Diamond Match Company, New York.

## H. M. Bourne Made Officer of Dorland Agency

Humphrey M. Bourne, director of plans, was elected vice-president of the Dorland Agency, Inc., New York, at an annual meeting of that organization held recently.

## Martin Ullman Studios, Inc.

The art service conducted at New York by Martin Ullman has been incorporated as Martin Ullman Studios, Inc. R. B. Sayres has been added to the staff of this organization.

# Public Invited to Take Hand in Furthering "Truth-in- Advertising"

Better Business Commission of Boston Advertises to Get Public's Cooperation in Ridding City of Deceptive Advertising

**T**HE Boston Better Business Commission is inviting the general public of Greater Boston to co-operate with it in weeding out all deceptive advertising appearing in the city.

The commission, through advertising, is appealing to the public to report every case in which advertising has seemingly misrepresented. This applies to all advertising appearing in the city—raw material, manufacturing, wholesale, retail. Every reported case is taken up immediately, the commission striving to effect an adjustment satisfactory to the purchaser if investigation shows either the advertising or selling tactics involved in the case were deceptive. In addition the commission takes action to prevent recurrence of the deceptive advertising.

Already many complaints have been received and investigated. Of course, many of them prove to be unfounded, and the purchaser is so convinced on hearing the full details. But even such cases are an asset, for they convince the customer as nothing else would of the fundamental truthfulness of local advertising.

In newspaper copy, for instance, the commission is saying:

We know that the advertising in this paper is fundamentally honest and sincere. But being only human, the most conscientious advertiser sometimes makes an inadvertent misstatement or inaccuracy. If you find any such, please report the case to us or the Boston Better Business Commission.

This kind of copy has a double purpose. In addition to appealing to the public to co-operate in discovering misleading advertising, much of the copy explains in conversational style important phases of the commission's work and the benefits the customer is

receiving as a result of it. The copy is constructive. One of its objects is to increase the public faith in all local advertising.

Through the use of leaflets that carry copy similar to that in newspapers, reports also are invited on seemingly misleading advertisements and phases of the commission's work are explained. More than 150,000 of a single kind of leaflet have been distributed. Most of them were distributed by the stores in packages and bundles or from counters, but some were sent direct by mail. These leaflets had only the words, "Were you deceived?" on the cover. The first sentence inside said: "If you have been deceived by an advertisement appearing in Boston you are earnestly requested to report it to the Boston Better Business Commission, Inc." The leaflet went on to explain the field of the commission and tell some of the things it had done.

In commenting on the campaign, Edward L. Greene, manager of the commission, stated: "Since the commission was established its efforts to prevent misrepresentation in advertising and selling have been confined to those responsible for advertising. This process has obtained splendid results, but in order to develop the commission to its proper position in the community it is necessary to familiarize the public with its operation and the service it renders. This idea is being promoted in this publicity, which is expected to be a constructive influence in developing consumer confidence in business."

Several Boston advertisers have given their opinions on the value of this work to PRINTERS' INK. Frank A. Black, publicity director of William Filene's Sons Co., has said that he is heartily in ac-

# **A \$71,000,000 Nest Egg to Crack**

More than \$71,000,000 was added to the savings accounts in Chicago banks during 1923.

**Some nest egg!**

A lot of this \$71,000,000 will be spent in 1924 for furs and frying pans; motor cars and mayonnaise.

Business is good in Chicago and the Chicago Evening American is making it much better for manufacturers and retailers who are riding along with the largest circulation in the evening field.

**CHICAGO EVENING AMERICAN**

**A Good Newspaper**

cord with it. "In our own advertising," he declared, "we take every possible precaution to prevent misstatements. But it is almost impossible for a big organization to do a lot of advertising without making some mistakes. Our attitude is, if any of our advertising is not right, the quicker we find it out the better. Prompt action will be taken by us to adjust satisfactorily to the customer any case resulting from an error in our advertising."

Beatty Stevens, sales and publicity manager of the Shepard Stores, stated:

"Not much more than a year ago when the commission recommended that the words 'fibre silk' were misleading and untruthful and therefore should not be used, there was not an advertising man in the city who did not feel that this was carrying the idea of truthful advertising to the point of absurdity. And as each new recommendation was issued the advertising man felt convinced that the whole thing was a conspiracy to rob him of every possible means of expressing himself forcibly enough to get business. This feeling was even more bitter throughout merchandising staffs.

"Today every advertising man and almost every buyer or merchandiser would put up a spirited and wholly sincere argument to anyone who claimed that 'fibre silk' could be used in advertising without breaking faith with the public.

"In this short time a new ethical standard has been created in the retail business of Boston. While Boston merchants never took advantage of the public or misrepresented their goods intentionally, they have been shown that consciously or unconsciously there are many ways in which the public is deceived by the usual forms of advertising.

"Now when it seems advisable to tell the public what the merchants have been doing in revising their standards, the stores are ready to invite the sharpest scrutiny of their advertising and statements made within the store.

"We know that we have gone farther and taken greater precautions than the public itself would, without concentrated thought, think necessary."

Clarence N. Cook, advertising manager of the Boston *Sunday Advertiser*, said:

"It is only a few years back that fakirs all over the country, especially in the larger cities, preyed upon the public with so-called bankrupt and other sales held in vacant stores rented from week to week. All this is no more in Boston since the commission started serving both the advertiser and the public.

"The commission's publicity is showing the shopper that the advertising of Boston merchants is clean and truthful. It clearly points out that fraudulent advertising is promptly and efficiently corrected by the commission."

### Automobile Production for 1923

The Department of Commerce states that reports from approximately 186 automobile manufacturers, show 275,268 passenger cars and 27,875 trucks were produced during December. This compares with 208,010 and 20,354 in December of 1922.

These reports show that 3,636,599 passenger cars and 376,257 trucks were produced during the year 1923, as compared with 2,339,768 and 246,281, respectively, in 1922. Twelve manufacturers whose production was included in the data for earlier months are now out of business. Truck production figures include fire apparatus and street sweepers.

### Condon-Milne Agency Appoints D. W. Gibson

D. W. Gibson, has been appointed secretary of Condon-Milne Inc., Seattle and Tacoma advertising agency. He was formerly with the Bunting Publications, Inc.

### J. H. Hampton Joins Pensacola, Fla., "Journal"

J. H. Hampton, recently advertising manager of the Jacksonville, Fla., *Journal*, has joined the Pensacola, Fla., *Journal* in a similar capacity.

### Paul Ray with Associated Farm Papers

Paul Ray has joined the Chicago office of the Associated Farm Papers. He was formerly with the Kansas City *Star*, both at Chicago and Kansas City.

# a record Detroit year-1923

3 million cars  
manufactured

185 million dollars  
for new buildings

29 million agate lines  
advertising printed by

## The Detroit News

**R**ECORDS in Detroit are no sooner posted than they are superseded by still more marvelous achievements.

Detroit and suburbs build 75% of all the cars in America, each year accelerating production and increasing the number of employes, who are the highest paid workers in the world.

Consequently, Detroit is one of the most fruitful territories in all America—a fact beautifully substantiated by the position of The Detroit News in the world of advertising. **FIRST** in all America in 1923 in display advertising.

## The Detroit News

275,000 Circulation Sunday—275,000 Week Days

# Iowa Is



## Highest in Per Capita Wealth

Iowa leads every other State in the nation in per capita wealth. In Iowa there is \$3,539 for every resident in the State. The nation's average is \$1,965.



## Highest in Literacy

Iowa leads the United States in the lowness of her illiteracy. Ninety-nine out of every hundred of her citizens can read and write. The nation's average illiteracy is 6 per cent.



## Second in Autos Per Capita

Iowa ranks second in the number of automobiles per capita owned by her citizens. There is one automobile to every 4.8 people—enough cars to carry the whole population of the State at one time.

These Iowa daily newspapers have adopted a unique plan of co-operation. National advertisers. Ask about it.

Burlington Gazette  
Burlington Hawk-Eye  
Cedar Rapids Gazette  
Cedar Rapids Republican  
Clinton Advertiser  
Clinton Herald  
Council Bluffs Nonpareil  
Creston Advertiser  
Davenport Democrat  
Davenport Times

Des Moines Capital  
Des Moines  
Register-Tribune  
Dubuque Telegraph-Herald  
Dubuque Times-Journal  
Ft. Dodge Messenger  
& Chronicle  
Ft. Madison Democrat  
Iowa City Press Citizen  
Keokuk Gate City

Marshalltown Times  
Republican  
Mason City Globe  
Muscatine Journal  
Oskaloosa Herald  
Ottumwa Courier  
Sioux City Journal  
Sioux City Tribune  
Waterloo Courier  
Waterloo Tribune

Total Net Paid Circulation, 546,649.  
Number of Families in Iowa, 850,000.

## Every Family in Iowa Reads

# Newspaper Reading State

**550,000 Iowa Families  
Read 566,000 Iowa Daily Papers**

Twenty-seven daily newspapers of Iowa have a larger total circulation than there are families in the State. The people who read these papers are intelligent—on an average more so than those of any other State in the Union.

With this higher plane of intelligence comes naturally a high standard of living. As men become better educated, they desire better things. Iowa's population is particularly fortunate in that not only do they desire better things, but they have the money to buy them.

Iowa is the greatest agricultural State in the Union and the richest agricultural area in the world. Income from the soil totals a billion dollars a year. Products of the factory add another \$745,000,000.

No point in Iowa is more than 12 miles from a railroad. There is one automobile to every family in the State. Iowa farms have more telephones than the farms of any other State. Iowa leads in all farm equipment.

These are conclusive evidences that Iowa's ability to buy is equalled by its willingness to buy.

## **A Valuable Book for Advertisers**



A complete survey and analysis of the Iowa market has been prepared under direction of the daily newspapers of the State. This booklet contains facts of interest to every sales organization. It will be mailed to you free upon request.

**IOWA DAILY PRESS ASSOCIATION  
COUNCIL BLUFFS, IOWA**

**Read Iowa Daily Newspaper**

# FIRST

**A**gain Cosmopolitan leads all publications in the general and class fields in money invested by schools for advertising during 1923.\*

This is significant because schools make their expenditures based on returns, both inquiries, and what's more important, enrollments.

And it's just another proof that Cosmopolitan has Quality and adequate Quantity to do a real selling job for manufacturers of high grade merchandise and quality service.

*\*1924 orders are breaking all previous records.*

# Cosmopolitan

Thirty-five cents.



# Shredded Wheat—And Its Human Factors

How a Novel Idea Was Transformed and Developed into a Commercial Undertaking of First Magnitude

By Edward Hungerford

UPON the very rim of these United States, it stands—this progenitor of American breakfast reform—this slender-belted enemy of the flapjack and the sausage-cake. It looks straight into the British Empire, still the stronghold of the four-course-in-the-morning banquet; eggs and bacon and kippers—and porridge. It might be the Niagara Falls High School—so stately and so dignified a structure is it. That it is a factory one might never suspect—at first glance, at any rate. But that it houses a real idea one would surely suspect—just by looking at the great, widespreading headquarters and main factory of Shredded Wheat.

Upon the personality of no one man now living can the story of Shredded Wheat be woven. Alexander J. Porter is the present president of the company. He is a modest man. Seeking the widest avenues of popular appeal for his product, he seeks, with an even greater vigor, to mask himself behind the vast reputation and rather definite personality of the company which he now heads. So must this recital of the development of one of the highly unusual manufacturing enterprises of America be that of the institutional activities rather than that of its president. He says, with truth, that he had no part whatsoever in the conception of that idea. That conception goes well back before the coming of A. J. Porter into the organization.

Truth to tell, the development of Shredded Wheat—as we shall presently come to see—has been a many-manned affair. With it are also linked the names of Truman A. DeWeese, who for a number of years past has skilfully directed all of its advertising

policies; of big-framed and big-minded Fred Mason, who is faithfully averred to know three-quarters of the retail grocers all the way across the land, and who in a term of several years as president of Shredded Wheat, gave great impetus to its volume of selling; of William B. Rankine, a well-known capitalist of Niagara Falls, N. Y., and that of Henry D. Perky. Truly a many-manned affair, with the name of Henry D. Perky in all probability shining out above the others.

The shredded wheat biscuit was originally the concept of Perky, a Denver lawyer, who fell heir to an annoying variety of stomach complaints. One day, while traveling in the Middle West, he sat at a hotel table next to a drummer who pulled out a peculiar sort of pre-cooked grain, put salt and milk upon it and ate it—with evident relish.

"What's that stuff?" asked Henry D. Perky.

"Whole wheat," replied the commercial traveler. "It has saved my life."

Inquiries followed. The drummer had been bothered with a weak stomach—very much as the Denver lawyer had been bothered. He had hit upon this idea of prepared whole wheat, had followed it rigorously as a diet, and had felt distinct benefits from its use.

All of this gave Perky food for thought. Slowly he turned the whole thing over in his mind. He determined at the first possible opportunity to make some practical use of the idea.

That opportunity came, a year or 'so later, when he had moved himself East—to Watertown, N. Y. There he formed an acquaintance with William H. Ford, an engineer, who had more than a

passing interest in the manufacture of flours. With Ford he talked over his idea. Ford felt that there was a large chance for commercial success in it. But Perky clung to his original altruistic hope—to be of some very large help to his fellowmen.

In a local store the two men found some fine white wheat. On the cook-stove of a Watertown housewife, Mrs. J. Frank Pluche, they softened the wheat—by hand, at first; after which they contrived the idea of pushing it backward and forward upon a piece of tin. It came out a long and stringy mass—not unlike molasses candy. From Mrs. Pluche they borrowed a carving knife and with it cut this stringy mass, transversely, into a number of segments. Once again they returned to the stove. This time they cooked in its oven the first shredded wheat biscuit ever made.

The next scene in the development of shredded wheat biscuit finds Perky in Worcester, Mass., where he had rented a small building and had installed within it a rather crude factory for preparing his product. A simple process, in itself, he quickly perfected it. But a new, and seemingly a much larger, problem awaited him: He must tell his discovery to the world, which was easier said than done.

A great many folk have claimed for themselves the credit of having sold Shredded Wheat to the wide, wide world. I rather think that this credit should go—in fullest measure, at least—to Henry D. Perky. He used all his wit, all his ingenuity, toward gaining the largest amount of publicity for his new product with the smallest possible expenditure. At the best his capital was extremely limited.

One of the advertising devices that he hit upon was to display one of his cutting and baking machines in a show-window in New York—right in the busiest part of Broadway. So he built a shredder and hired one of two big show-windows just to display it. The other window was occupied by an

ingenious ball-and-nozzle fountain. The man in charge of the latter enterprise was a great friend of D. O. Mills, the banker. And so one day Mills came to see it. But he showed a greater interest by far in the shredded wheat biscuit machine. He asked many questions of Perky about it.

The upshot of this was that Henry D. Perky, at a very perilous point in the development of his immature enterprise found himself with a backer of wide experience and almost unlimited resources. Perky's capital was almost exhausted. The help of D. O. Mills came almost as a godsend.

#### PERKY WANTED AN INSTITUTION

It was obvious that the small and overcrowded factory at Worcester would not do as a permanent headquarters for the new concern. The time had come for it to take a large step. It had now financial resources. The chief question was to find the proper permanent location. Perky gave this matter much thought. Not a manufacturer, primarily, he did not think along the recognized industrial grooves of the average manufacturer. The building of a factory was more than a mere constructive enterprise. It was to be an institution rather than a mere manufactory. Of this he was certain. His ingenious and inventive mind shot far beyond any merely conventional ideas of factory construction.

After he had considered many sites for his new creative institution and personally had visited several of them, D. O. Mills suggested Niagara Falls. Mills had come to know the town through his connection with the then new power company being developed there.

"There is the town for you," said he. "Clean, alert, growing, well-served transportation and with an abundance of the cheapest power in the world. Go up there and take a look at it."

Perky found Niagara Falls all that Mills had claimed for it—and then some more. It contained

No. 3

*T*he average manufacturer's whole life is bound up with a thing that may be an uninteresting, dull object to the casual observer.

But he must make that product interesting to many people simultaneously and arouse a desire to possess it.

Modern advertising helps him by dramatizing his product.

The product is staged as an act, offering pleasure and stimulation to the magazine reader.

In *Hearst's International Magazine* such advertisers are taking advantage of a rich opportunity.

*Hearst's International Magazine* owes its success to its dramatic presentation of all its contents, facts and ideas as well as fiction. And advertisers can profitably stage their acts before 500,000 readers who have already shown their desire for the dramatic quality in all they read by buying the magazine whose whole appeal is dramatic.

## STAGE YOUR ACT IN A THEATRE—

Don't Just Hire a Hall

# AGAIN FIRST IN Auto Show Advertising

**F**OR years, at motor show time, automotive advertisers have given The Detroit Free Press preference over all other Detroit newspapers, as a medium through which they may most efficiently sell their product. 1924 was no exception to this record of leadership, as the figures quoted below will show:

*Total Advertising Carried in the Automotive  
Sections of The Detroit Free Press  
Sunday, January 20th, 1924*

## 113,834 Lines

Total Carried by Second Newspaper

## 110,838 Lines

FREE PRESS LEAD

## 2,996 Lines

while complete figures are not available, it is believed that the volume of advertising carried in The Detroit Free Press Show Number was greater than that of any other newspaper in America.

## The Detroit Free Press

*"Advertised by its Achievements"*

VERREE & CONKLIN, INC.

Foreign Representatives

New York

Chicago

Detroit

San Francisco

some peculiar qualifications that he wished for his new factory and of which he had, as yet, said nothing. But the precise site for his building was a problem difficult to solve. One day, as he sat at lunch with William B. Rankine, the secretary and the driving force of the first company that had harnessed the falls, Perky referred to the lovely location of the Rankine house, close beside the bank of the upper level of the Niagara River.

"If I could get a place like this for my factory I would come to Niagara Falls," said he. "I do not like to be within a lot of railroad yards and other factories."

Today the Rankine residence, still standing, is upon the property of the Shredded Wheat Company. It faces the main plant of the concern.

"We might put you on the block across the street," Rankine retorted. "Will you give me a week to see if I can get options upon it?"

And upon the chief residential street of Niagara Falls there presently arose the most distinctive factory building of that rapidly growing community.

That was about twenty-three years ago. Other plants have arisen to relieve the pressure upon the parent structure—large as it was at the outset and enlarged as it has been once or twice since that day. Two of these are within the vicinage—a secondary factory for the manufacture of Shredded Wheat Biscuits and Triscuit stands but a few blocks away, while just across the river in Niagara Falls, Ontario, is the factory which supplies the demands of the Canadian market. A third auxiliary plant is in the far West—at Oakland, Cal.

There is a definite reason for the concentration of the production at Niagara Falls: The western New York country has an unexcelled reputation for the extremely high quality of its wheat. And then there is the further reason for the location of the main factory there—the hidden reason in Henry D. Perky's mind

to which reference was made but a moment ago:

Despite its great commercial development within the past quarter of a century and its rather rapid transition from a purely resort point to an important industrial city of nearly 75,000 folk, Niagara Falls continues to be a great all-the-year magnet to tourists, both by rail and by motorcar. After his plant had been completed, Perky admitted that one very large reason that had impelled him to centralize his business at Niagara had been the possibility of direct-appeal advertising to the tens of thousands of annual visitors to the falls.

#### PLANT IS SEEN BY MANY

His far-seeing vision in this thing has been justified by the results. Always a generous user of printers' ink, Shredded Wheat has used the personal inspection of its plant as a valuable supplementary appeal.

"In the course of an average year some 60,000 to 70,000 folk go through this building," said A. J. Porter to me the other day. "In the last week of August more than 10,000 of them went through; in six days, between eight in the morning and five in the afternoon. We firmly believe that these people become—all of them—almost our very best advertising mediums. To their friends and their associates they spread the gospel of Shredded Wheat. We take them through one of the cleanest factories in the world—show them a food process, absolutely open, without any secrets whatsoever—give them a snack to eat of our products—let them use writing and reading rooms to their hearts' content—and then let them do the rest."

That was in late November—the day after Thanksgiving—an exceedingly dour and chill sort of a day. Yet as I had sat in the great lobby of the Shredded Wheat building—so bright and cheery and attractive that one might easily have fancied himself in the lounge of some really magnificent hotel—a constant thin

stream of visitors had dribbled in—to be taken through the plant. All sorts and conditions of folk—yet each one of them a potential market for the product. At my request I was taken through the official visiting process.

We ascended in an elevator to the sixth floor of the building and saw then floor by floor, and step by step, each ensuing step in the manufacture of shredded wheat—including the coincident one of printing and cutting and folding the cartons for its shipment. We looked in on the model clubrooms for its thousand workers, and then at the gleaming white-enameled assembly hall where all of them can be easily assembled at a single sitting. A courteous and well-informed guide answered questions and supplied necessary details.

The expedition ended in the big and sunshiny restaurant atop of one of the wings of the building. A waitress with a politely worded assumption that both Shredded Wheat and Triscuit were already used in my home—please note the psychology of this—brought a generous plate of bananas and of the Shredded Wheat Biscuit; also one of the Triscuit. There were delicious cream and butter and sugar a-plenty. The "snack" is more nearly like a square meal. Yet with 10,000 visitors to be served in six days, its quality and its quantity did not vary. You may trust Shredded Wheat as to that.

The demonstrations at the model factory at Niagara Falls are interesting and they are far-reaching—that much we already have seen—yet in the end they are not quite to be compared with the reaching qualities of printers' ink. Shredded Wheat is a consistent and a persistent advertiser. Its sweeping success through the passing of a considerable number of years is due quite as much to this fact as to the novelty and quality of the product.

#### Joins "Women's Wear"

D. O. Nelson, has joined the advertising staff of *Women's Wear*, New York. He was recently on the advertising staff of the *New York Times*.

#### Sphinx Club Hears Sir Charles Higham

The Sphinx Club of New York held its first 1924 meeting at the Waldorf-Astoria on January 23. William T. Mullally, of Wm. T. Mullally, Inc., president, spoke on "The Renaissance of Advertising." Louis Wiley, business manager of the *New York Times*, introduced Sir Charles Higham, who was the club's guest of honor. "No man can afford to sell a poor article to the public, today," said Sir Charles, "because he cannot sell the same article twice. He will be unable to remain in business. Buyers are saying more and more, 'If the manufacturer will not put his name or trade-mark on his goods, why should we buy it?' And no man will put his name on a product that will come back to him. Advertising has raised the standards of everything, including the men in the advertising business."

Other speakers were, John Clyde Oswald, publisher of *American Printer*, who gave a brief sketch of the life of Benjamin Franklin, and George Chappell, author.

#### Business-Paper Course for New York University

A course in business-paper advertising will be given at New York University, beginning in February. It is believed to be the first time the subject has been taught in an American college. R. T. O'Connell, who has previously taught advertising, and who is manager of the service department of the *Textile World*, New York, will be the instructor.

In planning the course, Mr. O'Connell has asked fifteen advertising managers of technical organizations each to contribute an advertising problem and data on the products concerned. In this manner practical experience will be obtained by the class. The six best specimens of copy written on each problem are to be submitted to the respective advertising managers for grading.

#### Color Advertising for Armstrong Linoleum

Color advertising in eight national, women's and class magazines will be used by the linoleum division of the Armstrong Cork Company, Lancaster, Pa., during the current year. In business-paper advertising a booklet entitled "Advertising Helps for Selling Linoleum" is offered dealers. The company's "Circle 'A'" trade-mark appears in all its advertising with the caution to look for same on the burlap back of its product.

#### H. F. Smith Leaves Atlantic Lithographic Company

Henry F. Smith has withdrawn as vice-president and director of the Atlantic Lithographic & Printing Company, New York, to go into business for himself at that city as a manufacturers' representative.

# The World



## Radio Advertising

THE Saturday RADIO SECTION of THE EVENING WORLD has the largest circulation of any separate radio magazine in the world.

Its vigorous scrutiny of its advertising columns has done more to standardize merchandising practices in the radio business than any other single influence in the industry.

## The Evening World

MALLERS BLDG. CHICAGO    PULITZER BLDG. NEW YORK    GENERAL MOTORS BLDG. DETROIT  
 CHANCERY BLDG. SAN FRANCISCO, CALIF.    TITLE INSURANCE BLDG. LOS ANGELES, CALIF.  
 SECURITIES BLDG. SEATTLE, WASH.



## *Cincinnati Newspapers in 1923*

### Break all Records for Display Advertising

With 32,107,719 lines of Display Advertising, an increase of more than 3,000,000 lines over 1922, the four Cincinnati newspapers truly reflected the general business activity of their field in 1923.

The two evening papers, published six days per week, carried 18,939,200 lines, and the two morning papers published seven days per week divided the remaining 13,168,519 lines.

In the field of *national* advertising the evening papers were conspicuously the leaders, the Times-Star with 2,300,137 lines, and the other afternoon paper with 1,670,648 lines, carrying considerably more than two-thirds of the total business.

Every Cincinnati newspaper broke its own best past record, but

### The Times - Star's Record of Dominant Leadership Remains Unbroken after Sixteen Years!

Times-Star Total Display	Excess over Last Year	Excess over Second Paper
11,710,139 Lines	1,250,732 Lines	2,192,708 Lines

# CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher*

C. H. REMBOLD, *Manager*

*Member of Audit Bureau of Circulations*



# Rulings of the Federal Trade Commission in 1923 That Affect 1924 Sales Policies

Precedents That Executive Heads of Businesses Should Use as Guides on What to Avoid in Formulating Selling Plans

By James True

**SEVENTY-EIGHT** cease and desist orders were issued against 211 respondents by the Federal Trade Commission during its last fiscal year which ended June 30th, 1923, according to the Commission's recent report. During the last six months of the year about forty-seven orders were issued, making a total of approximately eighty-three for 1923.

Every year since the Commission's formation, its cease and desist orders, because of favorable court decisions, have assumed more importance and power. From its organization, until June 30, 1923, the Commission issued 548 such orders directed to 1,583 respondents, and appeal to the courts was taken in forty instances. Of the court cases the Commission has won about half, and of the seventy-eight cease and desist orders issued during its last fiscal year only two appeals were taken to the circuit court.

The orders are a final expression of the Commission in legal cases under the Federal Trade Commission Act and the Clayton Act. They follow an exhaustive investigation on which is based a formal complaint, in every instance, and they constitute the rulings of the Commission after respondents have had the opportunity of attending hearings of their cases and of defending their actions and practices.

The rulings of the Commission show a decidedly progressive tendency, and for this reason and because of their regulatory power they are undoubtedly the most significant indicators of right selling methods. A study of a number of the orders issued during

the last year shows an increasingly successful effort on the part of the Commission, under the broad and general prohibitions of the statutes, to define specific selling practices and methods as illegal. And the orders also indicate an increasing tendency to brand as unlawful all unethical selling practices that hamper the natural course of competition.

## A VARIETY OF CASES

During the Commission's last fiscal year the practices condemned included sixty-one cases of false advertising, twenty-six cases of misbranding, eight of passing off of name and goods, two of conspiracies in restraint of trade, one of commercial bribery, two of disparagement of competitor's goods, two of resale price maintenance, and eleven cases of misrepresentation of various kinds. In regard to some of these cases the report states:

"Orders were issued in nine cases directed to firms and individuals who were found to have followed the practice of falsely advertising in connection with the sale of stock in various oil companies. These were all cases of the character commonly known as blue-sky cases and in which the Commission protected the public against promoters falsely advertising to induce the sale of stock. The record of the year discloses that misleading brands or labels is a frequent form of representation coming to the Commission's attention. In the twenty-six cases of misbranding in which orders were issued, twenty orders involved the hosiery business alone and were directed to such branding as would convey the impres-

sion that the hosiery, composed of a mixture of cotton and wool, or of cotton and silk, was pure wool or pure silk."

This seems to be conclusive proof that the Federal Trade Commission will continue to give particular attention to blue-sky promotions and misbranding during 1924. The latter cases, of course, are particularly interesting to all advertising and sales managers because of their importance in cleaning up unfair competition. But it also should be remembered that practices considered legal a year or two ago may now be considered illegal by the Commission, and that several concerns have been served with complaints because of brands which were considered above suspicion within the industry, and yet were misleading to the public. And nearly all of the Commission's orders strongly indicate the necessity of examining all 1924 sales and advertising plans from the viewpoint of the public.

One case, in which an order was issued about a year ago, plainly shows that the Commission is opposed to the use of the names of standard materials in branding mixtures and imitations. The firm of Behrend's was charged with unfair methods of competition in advertising their comfortables to the public as "Silkoline covered comforts" and their blankets as "Superior wool finish." After its investigation and formal complaint, the Commission held that these brands were misleading the purchasing public to believe that Behrend's comfortables were covered with material made of silk, when they were covered with highly mercerized cotton, and that their blankets were made of wool, when in fact they contained no wool whatever. The Commission considered that this constituted a violation of Section 5 of the Federal Trade Act, and issued its cease and desist order.

Another interesting misbranding case of the year places the Commission's ban on attempts to sell inferior goods on the reputation of a manufacturer by the use of

similar names. In regard to the cease and desist order issued against Bellas-Hess & Co., the Commission's report states:

"The respondent, a mail-order house, purchased and advertised in its catalogues the coats manufactured by the Salts Textile Manufacturing Company under the trade name 'Salts Peco Seal Plush' and also purchased and advertised on the same pages in said catalogues, at lower prices and as 'Iceland Seal Plush,' similar coats manufactured from a plush having a cotton pile which is much inferior in value to the fur fabric with silk pile generally known as 'seal plush,' and by false and misleading statements concerning the origin, nature, quality, and values of these cotton plush coats tended to mislead and deceive the purchasing public to believe that its 'Iceland Seal Plush' coats are of the quality of genuine 'seal plush' and so induce the public to purchase cotton plush coats in preference to seal plush coats and in preference to cotton plush coats sold by its competitors without the use of misleading names and statements."

#### ON THE MATTER OF NAMES

Until recent years, names like "Missouri Diamonds," "Hudson Seal," "French Ivory," and the like were considered to have a meaning sufficiently remote from that of the genuine article as to pass muster. But repeatedly the Commission has signified its disapproval of all names and brands of the kind. During the past year it issued several orders in such cases, of which the order against Clifford Smith Company is typical.

This company, according to the report, was charged with unfair methods of competition while engaged in the sale of paints, oils, varnishes and allied products. By selling and advertising "Argentine Turpentine," a commodity which was not turpentine, but a mixture of mineral oil and destructively distilled wood turpentine, it was charged that the company's practice in the use of the trade name

TH

New York  
John B. W.  
110 E. 42

# North American Readers Live in Their Own Homes

IN Southeastern Pennsylvania, the richest trading area in the United States, 475,003 families own their own homes and 400,805 rent them. THE NORTH AMERICAN'S circulation in this territory is larger than any other newspaper. 85% of its circulation is home delivered.

*Its Character Creates Confidence*

## THE NORTH AMERICAN PHILADELPHIA

New York	Chicago	Detroit	San Francisco
John B. Woodward	Woodward & Kelly	Woodward & Kelly	R. J. Bidwell Co.
110 E. 42nd St.	811 Security Bldg	408 Fine Arts Bldg.	742 Market St.

THE OLDEST DAILY  
NEWSPAPER IN  
AMERICA — 1771



## *The Chemistry of Advertising*

We give your product an honest analysis—*un-colored* by hope—*unflavored* by ambition. We find the *one* selling argument which *overtops* all the rest. And then we present this Dominant Idea *graphically* to dealer and consumer.

**McJunkin Advertising  
Company**

FIVE SOUTH WABASH AVENUE, CHICAGO.



Jan. 3

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tended to mislead and deceive the trade and the consuming public as to the quality and value of the product.

Another group of several cases had to do with brands and names which indicated a better grade than that possessed by the article offered for sale. The Commission always has frowned upon the use of superlatives when used in connection with inferior or adulterated products, and in at least one case during last year exception was taken to the use of a trade name in an instance of the kind, even though the name meant little to the public.

T. S. Southgate, trading under the name and style of T. S. Southgate & Company, and Lexington Grocery Co. and Taylor Brothers & Co., Inc., trading under the name of Southern Salt Co., were charged with unfair methods of competition in that they advertised and sold their ground rock salt as "common fine" and as the highest grade of salt obtainable, without disclosing the fact that their salt was imported from Germany and was rock salt. The report also states that there are numerous manufacturers in the United States who manufacture salt by the evaporation process and advertise their product as "common fine salt," and that there are numerous other manufacturers who manufacture salt from rock salt, which is especially imported and indicated to be an inferior grade and quality, and advertise their product as rock salt.

An unusual phase of the misbranding problem was revealed in the order against the Premier Electric Company. It is generally believed that the seller, by making no claims as to the value or quality of his goods, may throw the burden of responsibility on the buyer; but the Commission held, in this case, that the brand and advertising must disclose the salient facts of quality.

The report states that the respondent was charged, in advertising its telephone instruments, with failing to disclose that its instruments contained old, used or

second-hand parts, the use of which permitted it to sell its products at prices substantially below those fixed by competitors for similar articles made of new parts. The Commission held that this practice deceived the purchasing public, and issued its order accordingly.

In the naming of new goods there is danger in coining a word for the brand that may suggest to the public a well-known place of manufacture or a standard of quality not supported by the goods. This was well illustrated by the case of the Commission against the King-Ferree Company, of Greensboro, North Carolina, manufacturers of cigars.

The respondent, so the report states, made a practice of placing on containers of cigars manufactured by it the legend, "Strictly Long Filler. Hood's Vantampa. The Perfect Cigar," and also made use of labels on other containers bearing the name "Vantampa," and advertised its cigars under that name.

#### TAMPA IS PROTECTED

The Commission's findings as to the facts in the case relates that for more than thirty years cigars have been manufactured in the city of Tampa, Florida and in the Tampa District; that such cigars are known and referred to as Tampa cigars and are manufactured principally from tobacco imported from Havana, Cuba, and that Tampa cigars have acquired a wide and favorable reputation.

Then the report of the findings analyzes the word "Vantampa" as the middle syllable of the word "Havana" with the word "Tampa" added, and declares, "That the word 'Vantampa' in the labels and legends used by the respondent on the cigars or the containers thereof, is understood by a substantial part of the purchasing public to mean and indicate that said cigars were manufactured in the city of Tampa, or in the Tampa District, in the State of Florida, and are composed principally of tobacco grown in and imported from Havana, Cuba." And the Com-

mission's cease and desist order prohibits the use of the word "Vantampa" alone, or in combination with other words, in brands, labels or legends on cigars and cigar containers, manufactured by the respondent in Greensboro, N. C., or any other place than the city of Tampa or the Tampa District, unless such word or words are followed by words in type or lettering equally conspicuous with the word "Vantampa" which state the true place of manufacture.

The old and familiar "Free" offers came in for a share of the Commission's prohibitory effort, and at least one case of the kind deserves the consideration of sales and advertising managers who offer free deals. The order in the case indicates that it is illegal to advertise as a free trial offer anything for which money is demanded or required before the delivery of the goods offered. On November 14, last, the Commission, after an investigation followed by a formal complaint, issued a cease and desist order against the Hygienic Laboratories, of Chicago, which outlines the prohibited practice of the respondent as follows:

"Stating, in advertisements which it may cause to be published, or in advertising matter which it may cause to be tributed to the public, that it will give to anyone desiring it or applying for it, a 'Special Free Trial Offer,' or a 'Free Trial Offer' of a preparation manufactured and sold by respondent and for which the claim is made by respondent, that such preparation will restore the original color to gray hair, and then requiring those who apply for the so-called 'Free Trial' privilege, to purchase a quantity of such preparation upon the condition that if the preparation should fail to satisfy the customer, then the purchase price will be returned, thereby affording customers only what is known commercially as a conditional 'money-back offer' and not a free trial offer."

Another group of last year's

cases shows the advisability of reshaping and modifying those selling policies which assume a too drastic attitude toward competition. The buying up of competitive goods, the inducing of dealers to break contracts and cancel orders, and other practices of the kind fell under the ban of the Commission repeatedly.

#### MISLEADING PACKAGES

One of the most interesting group of cases is concerned with packages and indicates that even though the weight of the contents may be stated on the label, the package is misleading if it is the same size and resembles in other ways the packages which are accepted as standard by the public. This subject has been dealt with by the Commission in several lines; but perhaps the butter industry has furnished the largest number of offenders, and on October 3, 1923, the Commission issued cease and desist orders against the Meriden Creamery Company, of Kansas City; the Wichita Creamery Company, of Wichita, Kansas; and the Mountain Grove Creamery, Ice and Electric Company, of Mountain Grove, Missouri.

While the findings as to the facts in these three cases differed in many minor respects, the respondents were found to be practicing the same method of packaging their products, in putting butter up in packages or cartons containing from one to two ounces less than the recognized standard weights. "Notwithstanding," the report read, "said packages or cartons were marked showing the weight of the product contained, the same were similar in dress, shape, size and appearance, and simulated the packages or cartons of its said products previously sold in commerce by said respondent containing the recognized standard weight of sixteen ounces."

The Commission held that this practice has the capacity and tendency to deceive and mislead the purchasers, and, under the Federal Trade Act, it issued its orders

# Why Do We Publish House Organs?

*By Thomas Dreier*

No advertiser in "The Saturday Evening Post" labors under the delusion that two million people buy that publication to read his advertisement,—even when he splurges and uses two pages and a lot of red ink.

He knows that they buy and read "The Post" because of the stories, pictures, articles and cartoons. And these stories, like the sugar coating on a pill, make his advertisement pleasant to take.

To attract friendly attention and to make friends is the purpose of the Thomas Dreier house organs. The best way to make friends is to be friendly and give folks something that they like.

Get your readers interested in your reading matter and they will find it easy to interest themselves in your product.

*(More next week)*

## Charles Francis Press

*Printing Crafts Building Telephone Lackawanna 4300*

**461 Eighth Avenue, New York City**

# CHILD LIFE

*automatically selects*

## QUALITY BUYERS



The editorial contents of Child Life has sought out and interested mothers and children in over 100,000 quality homes. Advertisers get the benefit of this selection.

Mothers who read Child Life to their children are thinking about better homes, as the place in which their children are to grow up. The entire impression of this magazine is one of improvement and happiness.

Children read Child Life and look at its pictures. In the kind of homes which this magazine enters, parents can afford the good things which their children want.

Your message will reach an appreciative, responsive audience through Child Life. Fifty-two important national advertisers are giving it a larger place on their schedules, because of its demonstrated worth.

Let us send you a sample copy of Child Life and rates.

RAND McNALLY & COMPANY  
Publishers  
536 S. Clark Street, Chicago

Give your message to *selected*  
buyers through

# CHILD LIFE



to the respondents named, as follows :

"It is now ordered that the respondent . . . its officers, agents and employees do cease and desist from selling or offering for sale to distributors, dealers, or others, butter in shapes, sizes and dress in imitation of or resembling the standard or recognized shapes and sizes generally known to the purchasing public to contain four ounces, eight ounces and one pound of butter, respectively, when such shapes and sizes contain less than said standard respective weights."

During last year several distributors whose names indicated that they were manufacturers were investigated by the Commission, and this practice has been prohibited so frequently as to make the adoption of a misleading firm name of the kind rather hazardous. Among others, the Jenkins Knitting Mills Company has been ordered to cease and desist from doing business under its corporate name, or any other corporate name which includes the words "Knitting" or "Mills," unless and until the respondent actually owns or operates a factory or mills in which it manufactures the knitted articles which it sells, and similar orders were issued against the Wasatch Woolen Mills and the Broadway Knitting Company.

While many honest executives and sales and advertising managers consider the Commission as a sort of regulatory trouble-maker, many cases of the last year indicate that perhaps the Commission's most important and valuable function is in protecting individual concerns and groups of manufacturers and dealers against legal and unethical competition. This fact should be a valuable factor in the carrying on of 1924 sales policies, for with the aid of the Commission the head of a business can prevent his competitors from using many questionable and unethical practices and thus forcing him to adopt them or lose business. And the Commission excellently illustrated this

function in its protection of the clothing manufacturers of Rochester, New York, against the unfair infringement of the city's reputation as a clothing centre, although the manufacturers of Rochester had no other convenient recourse.

In two cases the Commission issued its orders against the practice of manufacturers of New York City in branding clothing with the name "Rochester." In its report of the findings as to the facts in both cases the Commission relates the history and growth of Rochester, and states that since the year 1850 clothing for men has been manufactured at Rochester and that the industry there has had a continuous growth both in the number of factories and the amount of capital invested. The report states that besides Rochester, the principal clothing centres of the country are Chicago, New York City, Philadelphia and Baltimore, and that the industry generally recognizes three classes of clothing, high grade, medium, and cheap, low-grade clothing.

#### STICK TO FACTS IN ENDORSEMENT LETTERS

During 1924 the Federal Trade Commission will also insist on the proper use of letters of endorsement in both selling and advertising, judging from its action in several cases, of which the one against the American Turpentine Company, a corporation, trading under the name and style of North American Fibre Products Company, seems to be typical in illustrating the Commission's attitude on the subject.

Briefly stated, the findings as to the facts relate that the respondent widely advertised and used a letter, claiming that it was an exact copy of a letter from a State chemist presenting a chemical analysis of one of respondent's products. On examination the Commission found that this letter was not a true copy, and it had been changed so as to reflect on the quality of a competitor's product. Therefore, according to the

Commission's order the respondent is prohibited:

"From circulating or publishing, or causing to be circulated or published, in the form of circulars or otherwise, advertisements offering products for sale, which advertisements do not truthfully describe such products; from circulating or publishing in such advertisements or otherwise, a purported analysis of paints or other products, which is not, in fact, an accurate and truthful analysis of such products."

When the work of the Commission is disparaged by advertising and sales managers it is usually on the grounds of the Commission's effort in preventing and prohibiting the fixing of resale prices by manufacturers and distributors. The annual report mentions but two such cases for the year ending June 30, 1923; but since that date the Commission has issued orders in at least nine important cases of the kind, and undoubtedly the matter has given the Commission more recent concern than any other subject.

The salient phases of the nine cases mentioned clearly demonstrate that the outstanding fact behind the Commission's action is that the Federal Trade Act and other statutes clearly define as illegal practically all plans and methods whereby advertisers have controlled the resale prices of their products.

### Plan Palm Beach Cloth Summer Campaign

A national magazine campaign in color during the summer season will be conducted by the Goodall Worsted Company, Sanford, Me., on Palm Beach cloth. Metropolitan newspaper advertising also will be used and car cards in 4,600 cities and towns.

### "Industry Illustrated" Changes Size

Beginning with its April issue, the page size of *Industry Illustrated*, New York, will be changed from 9½ inches by 12½ inches to 7 inches by 10 inches. The date of issue will also be changed from the 27th of the month preceding to the 15th.

### Coffield Company to Advertise "Care-Free" Washer

The Coffield Washer Company, Dayton, O., will build its 1924 advertising around the idea that the Coffield electric washing machine is a "Care-Free" Washer. *PRINTERS' INK* is informed by Carl O. Nybladh, advertising manager. The point will be made that simple construction and easy operation makes the washday free from care, because the washer requires no care in its use. Magazines, newspapers, business papers, directed to electrical dealers, window posters, booklets, and direct mail will be used. The advertising account has been placed with Yost, Gratiot & Company, St. Louis advertising agency.

### Newspaper Campaign for Canadian Shoe

The T. Sisman Shoe Company, Ltd., Aurora, Ont., is using quarter-page space in a newspaper campaign which it is conducting. In this advertising the company is featuring its trade-mark, "Sisman's Best Everyday Shoe." A cross-section of a shoe sole is shown, displaying six specific talking points. The James Fisher Company, Ltd., Toronto advertising agency, is directing the campaign.

### Returns to Jacksonville, Fla., "Journal"

John Othen has been appointed advertising manager of the Jacksonville, Fla., *Journal*. He formerly had been with the *Florida Metropolis*, which later became the *Journal*, in a similar capacity from 1912 to 1922. More recently Mr. Othen has been with the Atlanta office of Allied Newspapers, Inc., as a traveling representative.

### Reynolds Tobacco Net Earnings Increase

The R. J. Reynolds Tobacco Company, manufacturer of Camel cigarettes and Prince Albert smoking tobacco, reports net earnings for 1923 of \$23,039,876, after interest charges, depreciation, taxes, etc., as against \$20,479,234 during 1922.

### New Account for Alfred Wallerstein

Helena Rubinstein, New York, manufacturer of Valase beauty preparations, has placed her advertising account with Alfred Wallerstein, Inc., advertising agency of that city. National and women's magazines are used.

### Will Advertise "Sherlock Holmes Pipe"

An advertising campaign in magazines is planned by the Sherlock Holmes Pipe Company, New York, on the Sherlock Holmes pipe. This campaign will be directed by Irvin F. Paschall, Inc., Chicago advertising agency.

**A**UTOMOBILES  
Tires  
Beauty Treatments  
Watches  
Furniture  
Safety Razors

Or what have you  
That eighteen million  
People want?

The American Weekly Magazine  
Is both the means  
And the medium  
For making that many  
People want to buy

The product you want to sell!

Investigate!



# The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the  
following Sunday Newspapers:

New York—American  
Boston—Advertiser  
Washington—Herald  
Atlanta—American  
Syracuse—American  
Rochester—American  
Detroit—Times

Chicago—Herald and Examiner  
Milwaukee—Telegram  
Seattle—Post-Intelligencer  
San Francisco—Examiner  
Los Angeles—Examiner  
Fort Worth—Record  
Baltimore—American

*"If you want to see the color of their money—use 'color'." A.J.K.*



# American Opportunities in Great Britain

ENGLAND and Wales combined, with a population of 38 millions, have an area corresponding to that of New York State. Great Britain, with its 47 million inhabitants, represents a vast market in a compact area—a market which is rich in opportunities for American manufacturers.

The whole of this territory is covered effectively and completely by THE LONDON DAILY MAIL.

This newspaper has the largest daily net sale of any newspaper in the world.

It is published simultaneously in London and Manchester.

It is on the breakfast table every morning in places as far distant as Aberdeen in the North, Plymouth in the South, Lowestoft in the East, and Liverpool in the West.

The key with which you can unlock the door to big business in Britain is THE DAILY MAIL, and many American firms have built up a highly lucrative business on this side of the Atlantic by its aid alone.

## Daily Mail

World's Largest Net Daily Sale

is easily the first medium in the esteem of advertisers in Great Britain. Its use has been aptly and truthfully described as "an advertising campaign in itself." It will place your product before millions of prospective buyers every time your announcement appears in its advertisement columns.

Send your enquiries for information and advertisement rates to the Advertisement Manager, THE DAILY MAIL, Carmelite House, London, E. C. 4, or to:

H. H. FIELD, American Representative of  
THE DAILY MAIL  
280 Broadway, New York City

# Collection Letters That Do Not "Beat around the Bush"

Some Dunning Letters, in Their Efforts to Preserve Harmonious Relations, Lean Backward in Restraint

By E. B. Weiss

PERHAPS the earliest collection letter of which there is record was written by a certain Sarapammon to one Piperas. It reads: "Let me tell you that you owe me seven years' rents and dues; so, unless you now send discharges, you know the danger."

Aside from its historical interest, the letter has not much to recommend it except this: it did not beat around the bush. Sarapammon evidently knew little about good-will and cared less. He was interested only in the fact that Piperas had dodged his debt for too long and the time to bring him to account had come. Consequently, he made no bones about it: "... you owe me seven years' rents and dues," explains in eight words the purpose of the missive, and, "... unless you now send discharges, you know the danger," was the little hook calculated to induce action.

Obviously, Sarapammon's tactics would scarcely do these days. His letter is introduced only because, by way of contrast, it illustrates a certain weakness in many modern collection letters. I have reference to the dunning note which, tearfully and apologetically, begs for a remittance. Here is a paragraph from a final follow-up in a collection series: "I have written you personally three different letters in which I actually pleaded for a reply, and you have not seen fit to answer me.

"What must I do, and how shall I go about it, in order to get a reply from you?" this letter continues. One solution is: stop pleading. Cease bending over backward, like an acrobat, in a falsely conceived effort to preserve harmonious relations. If you are honestly entitled to the money, and if you want the account

settled—which is the obvious purpose of the collection letter—don't cringe, don't eat humble pie and don't beat around the bush.

A story is told of a Doctor Brown who had sent a bill for ten dollars to the terrible-tempered Mr. Bangs. The bill read: "2 visits—\$10.00."

Bangs lost his terrible temper. He rushed to the doctor's office. "You're a robber!" he shouted. "Think of it, five dollars a visit! It isn't worth it."

"Well, I'll rewrite it," said old Doc Brown.

Here is what the doctor wrote: "To getting out of bed at 2 A.M.; answering phone; disturbing wife; dressing; going to garage; cranking 'tin Lizzie'; two-mile drive in the cold; *saving baby's life*; return to garage; waking wife; undressing; getting back into bed—ten dollars."

"I won't make any charge for the second visit," he explained to Bangs as he handed him the bill, "and you needn't pay for the first unless you feel I have earned the money."

Now Doc Brown might have done as certain manufacturers do; attempted to coddle Bangs into settling. He might have adopted a servile attitude, begged Bangs' pardon because Bangs had lost his temper without justification—and wheedled the money out of him. More likely these tactics would have failed. Instead, the doctor refused to be intimidated. He did not beat around the bush.

It isn't necessary to use strong language. Biting sarcasm is certainly not desirable any more than are feeble, insipid, watery words. As usual the middle road is the best.

H. C. Lang, credit manager of the Varsity Underwear Company,

believes in the direct approach. There is no beating around the bush in the following letter, the first in a series of five used by that company:

What did you do with our recent statement?

I've been looking for its return with your check but haven't received it. Possibly they are still on your desk.

If so, why not pin them together and let the enclosed envelope get busy.

It would be a good plan to put a nice order in with it too.

The whole thing will get A1 attention—Thanks.

The second letter in the Varsity series more closely parallels Doc Brown's procedure. It talks in terms of "getting out of bed at 2 A.M.," and a "two-mile drive in the cold." Yet it certainly is not offensive nor does it browbeat or threaten the debtor. Here is the letter:

What do you think of my job?

Each salesman tells me, "Don't pester my customer about their bills—they'll all pay." The sales manager says, "We don't call on any man who isn't good—why worry?" And the president always says, "Service—that's our first duty—think only of Service every time you call on a customer; think only of Service every time you write a customer."

But if our working capital is twisted up in overdue accounts, and our customers' ledger spotted with items current, items due, and items past due—who's going to pay the freight?

Of course you are going to settle up for your overdue account—soon. Of course I needn't worry about it. Of course I want to help render you "Service." But, to be perfectly blunt about it, I wish you would **SEND ME YOUR CHECK TODAY**. It would be better business for us—better business for you.

I know just how easy it is to let such payments slide along—and yours has certainly slid quite a bit. Won't you kindly attend to it today—now, while you have it in mind? **THANK YOU.**

After two letters have been addressed to a delinquent without an answer the credit manager is anxious to secure some sort of reply so that he may know what the situation is. There is no need for hedging at this time. Why write: "In these busy times we don't blame you much for overlooking the little account on our books. You'll remember we've sent you several statements," when that isn't the way you feel about

it at all? Isn't the following letter—the third in the Varsity series—better calculated to gain a debtor's respect, and perhaps also secure more remittances?

If we were in your store at this writing, and were to ask you why you have not paid your account, you would answer us frankly and tell us why. Then we would get together and arrange for settlement to our mutual satisfaction.

There is no reason why this cannot be done by mail. We have done our part to the extent of writing several letters, but somehow or other we do not seem to have enlisted your co-operation.

Won't you please do us this courtesy and advise what we may expect? Let's get together and settle the matter promptly.

Thanking you, we remain

Surely, no business man who believes in square dealing could feel any animosity toward the writer of the fourth Varsity letter. Such an individual can do nothing else other than put himself in the place of the creditor but he does not get the impression that he has been classed as a criminal.

Do you remember the story of Midas the great king of ancient days? You know he was said to have the magic touch—that everything he touched turned to gold.

Now, if we had the touch of Midas we'd not be writing this letter. We would not be insisting on payment of the amount you are owing us, \$.....

A contract is a contract and should be lived up to. If we give our word to the bank to pay, we have to be right there with the money at the proper time—or if we are not, the bank uses the law on us. All the business of the world would go to smash if we couldn't depend on the sacredness of a commercial agreement. And, in order that we may make our payments as WE agree we expect you to pay us the money due us. That's fair, is it not?

Frankly, if someone owed you money due us from you, for as long a time as you needed it just as we do—wouldn't you go after it with all the power you could use? To be sure you would. Then please treat us fairly as you would expect to be treated. Just give us the square deal.

We will expect your prompt remittance for \$.....

The final letter in a collection series is the most difficult to write. Either it is too apologetic or goes on an opposite tangent and holds a gun to the debtor's head. One is as bad as the other. It doesn't pay to lose one's pride; neither does it pay to lose one's

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10 Bl  
11 Bu  
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15 Ca  
16 Col  
17 Co  
18 Cr  
19 Ch  
20 De  
21 Do  
22 Du  
23 Ea  
24 Est  
25 For  
26 Fra  
27 Ger  
28 Gor  
29 Goo  
30 Hat  
31 Hei  
32 Hen  
33 Hud  
34 Inte  
35 Inte  
36 Ire  
37 Joh  
38 Jord  
39 Juen  
40 Laf  
41 Lam  
42 Law  
43 Line  
44 Lord  
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# CONDÉ NAST GROUP

1923

These 86 advertisers used space in the Condé Nast Group in 1923. . . .

An increase of 386% pages of Group advertising over the year 1922.



- 1 Aeolian Co.
- 2 Am. Bond & Mortg. Co.
- 3 Am. Piano Co.
- 4 Am. Stationery Co.
- 5 Am. Radiator Co.
- 6 Am. Tobacco Co.
- 7 Belber Trunk Co.
- 8 Bellevue-Stratford
- 9 Bermuda Trd. Dev.
- 10 Black Starr & Frost
- 11 Buick Motors
- 12 Cadillac Motors
- 13 Canadn. Pac. Hotl
- 14 Canadian Pac. Ry.
- 15 Canadian Pac. SS.
- 16 Cole Motors
- 17 Colonial Mfg. Co.
- 18 Crane Co.
- 19 Chase, L. C.
- 20 De Jon Elec. Co.
- 21 Dodge Bros.
- 22 Dupont, Pyralin
- 23 Eastman Kodak
- 24 Estey Organ
- 25 Forhan
- 26 Frank Tourist Co.
- 27 Genesee Food Co.
- 28 Gorham Co.
- 29 Goodrich, B. F.
- 30 Hathaway, W. A.
- 31 Heinz, H. J. & Co.
- 32 Henning Boot
- 33 Hudson Essex
- 34 Internat. Merc. Marine
- 35 Internat. Silver
- 36 Ireland Bros.
- 37 Johns-Manville
- 38 Jordan Motors
- 39 Juergens & Anderson
- 40 Lafayette Motors
- 41 Lambert Pharm. Co.
- 42 Lawton, Dr. T.
- 43 Lincoln Motors
- 44 Lord & Burnham

- 45 Maxwell-Chalm.
- 46 McCutcheon, Jas.

- 47 New Willard Hotel

- 48 Oakland
- 49 Oldsmobile

- 50 Packard Motors
- 51 Palace Hotel
- 52 Pepsodent
- 53 Pung Chow
- 54 Pyrene

- 55 Raymond & Whitcomb
- 56 Reo Co.
- 57 Roycrofters
- 58 Rubay

- 59 Sept Cinema Camera
- 60 Sherry, Louis
- 61 Simmons Co.
- 62 Sohmer & Co.
- 63 Steinway & Sons
- 64 Stephens Motor Co.
- 65 Standard Sanit. Co.
- 66 Story & Clark
- 67 Stutz Motor
- 68 Swiss Federal Ry.

- 69 Tecla, M. & Co.
- 70 Thomas, Seth
- 71 Tobey Furn. Co.

- 72 Underwood Typewr.
- 73 U. S. Shipping Bd.
- 74 U. S. Lines (USSB)

- 75 Van Fair Silk Mills
- 76 Victor Talk. Mch. Co.
- 77 Vose Piano

- 78 Waldorf-Astoria
- 79 Warner Bros.
- 80 Warner W. L.
- 81 Welte Mignon
- 82 Whittall, M. J.
- 83 Whitman, Stephen
- 84 Willcox & Gibbs
- 85 Wills, St. Clair
- 86 Wood, H. G. Co.

VOGUE  
VANITY FAIR  
HOUSE & GARDEN

THE CONDÉ NAST GROUP



temper. The letter of apology can hardly add to the good opinion the debtor may have concerning the stability or strength of the house. More important is the fact that folks are pretty well fed up on sob stuff. The recipient of a collection letter knows that its purpose is to *collect* and no advantage is gained by trying to hide that fact in a harmless, ineffectual sentence tucked away in an obscure corner of the letter. Of course the hold-up plan is just as reprehensible.

#### KEEPS TO MIDDLE OF ROAD

Notice how skilfully the final Varsity letter sticks to the middle of the road:

We have addressed to you several communications regarding your account, but to date have not received settlement.

It is only natural that we should expect payment in accordance with terms or within at least a reasonable period.

It is our policy to co-operate with our friends to every reasonable extent, but when our correspondence is not answered, we are left to draw conclusions which, while they may not be fair to you, leave us but one alternative.

Having made a conscientious effort to collect our account direct, we trust you will realize that if we are not in receipt of your remittance by return mail, we shall be unable to avoid the unpleasantness of having the account placed in the hands of our attorney.

Trusting you will appreciate that this position has been forced upon us, we are

This entire matter of collecting accounts by mail resolves itself into simply putting oneself in the other man's place. That holds true of all correspondence. When we write for an order we do not literally fall to our knees and beg for it. Neither do we endeavor to bully any of our prospects into buying.

Let us adopt the same attitude with collection letters. Don't attempt to be acrobatic by bending too far backward or forward. *Stand up straight.*

#### Moosejaw, Sask., Has New Morning Newspaper

Thomas Miller, publisher of the Moosejaw, Sask., *Evening Times*, has lately commenced publication of a morning newspaper under the name of the *Morning Herald*.

#### Business-Paper Campaign on Steel Kitchen Units

Business papers reaching architects and contractors are being used in an advertising campaign which the Majestic Steel Cabinet Company, Chicago, is conducting on Majestic built-in steel kitchen equipment. G. F. Wetzel, general manager, informs *PRINTERS' INK* that this advertising is producing very gratifying results in the way of inquiries and business prospects. The company also is using a series of photo stamps illustrating its products. These stamps are attached to follow-up letters and other mail leaving the office.

Until recently the business had been conducted under the name of the Enameled Steel Products Corporation which has been changed to the Majestic Steel Cabinet Company to identify the company more closely with its advertised trade name.

The company has appointed the Turner-Wagener Company, Chicago advertising agency, as its advertising counsel.

#### Cleveland Metal Products 1924 Advertising

The Cleveland Metal Products Company, Cleveland, will use twelve national magazines, eight national farm papers, and twenty-five State farm papers, 700 newspapers, and business papers during 1924 for the advertising of New Perfection oil cook stoves and ovens. The company's 1924 Blue Chimney Model will be featured.

#### Trade-Marks Air Compressor

The Franklin Air Compressor Works, Inc., Norristown, Pa., has made trademark application for the words "Super Single Stage" for use on an air compressor which is made in a single universal size to meet all the requirements of the automobile trade. *PRINTERS' INK* is informed by H. S. Plummer, secretary and treasurer.

#### Withers Woolford Joins Prince-Wark Company

Withers Woolford has joined The Prince-Wark Company, New York, direct advertising, as vice-president in charge of sales. Mr. Woolford was formerly advertising manager of The Bank of America, also of New York.

#### E. C. Williams with Allied Newspapers

Edwin C. Williams, publishers' representative, San Francisco, has been appointed manager of the San Francisco office of Allied Newspapers, Inc., New York.

#### Joins Associated Farm Papers

J. P. Clarke, formerly in charge of the Chicago office of *La Hacienda*, Buffalo, has joined the advertising staff of the Associated Farm Papers at that city.









**If you are  
selling some-  
thing to Men  
Advertise it  
to Men in the  
Magazine that  
has the larg-  
est Identified  
Circulation  
among Men**

***The Elks***  
*Magazine*

**850,000 Identified Circulation**

**50 EAST FORTY-SECOND STREET, NEW YORK**

Thos. Cusack Co.

Oakland



OAKLAND MOTOR  
AC ME

## OUTDOOR ADVERTISING

CAN GIVE YOU A  
DEALERS SHOW  
ROOM IN EVERY  
BLOCK

Thos. Cusack Co.

CHICAGO  
HARRISON, LOOMIS  
AND CONGRESS STS.

NEW YORK  
BROADWAY AND 5TH AVE.  
AT TWENTYFIFTH STREET.

*The Brand New*  
**Oakland Six**

*Coupe for Four*

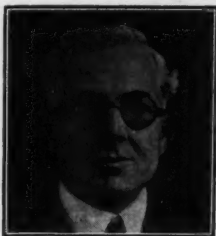
**\$1345**

F.O.B. PONTIAC

**PONTIAC MOTOR CAR CO.**  
PONTIAC MICH.



## Two Gentlemen From Pennsylvania



MR. W. R. McLAIN,  
Pres., McLain Sippers Org.,  
Philadelphia, Pa.



MR. GEO. B. SPROWLS,  
Successful Hardware Mer-  
chant, Claysville, Pa.

Mr. McLain, as President of the organization handling the advertising of Miller locks, American pulleys, etc., you will undoubtedly be glad to meet Mr. Sprowls, a hardware dealer who represents the type of merchant your clients most want to reach and influence.

Mr. Sprowls started in the hardware business over thirty years ago with a capital of \$700 and a sales record the first year of \$7,000. Now he does \$300,000 every year—in the little town of Claysville, Pa.—a town of only 1,040 people—though it is only fair to add that Claysville is, so Mr. Sprowls admits, the "best little town in America."

Part of Mr. Sprowls' success undoubtedly comes from the fact that he possesses a delightful personality. (His popularity is shown by the fact that he was recently elected a State Senator on the Democratic ticket in a county which is 75% Republican.) Mr. Sprowls not only goes after business; he retains his customers, makes them his friends. These are qualities that mark the kind of dealers who make active, profitable sellers of a manufacturer's goods.

The attitude of Mr. Sprowls toward **HARDWARE AGE** is told in his own words. Just a few weeks ago he wrote us: "I have been a reader of **HARDWARE AGE** for more than a quarter of a century and it has been of great value to me." *It is due to the fact that **HARDWARE AGE**, with a paid circulation of over 18,000, has this kind of contact with this kind of merchant that causes most hardware manufacturers to use it as their main hardware advertising medium.*

# **HARDWARE AGE**

239 West 39<sup>th</sup> Street

New York City

MEMBER A.B.C. and A.B.P.



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## Post-Office to Expedite Delivery of Newspapers

**Postmaster-General New Has Ordered That Mailing, Transmission and Delivery of Newspapers Be Given Same Expedition Accorded First-Class Mail—Will Study Mail Service for Periodicals**

ON January 30, Postmaster-General New issued definite orders on the mailing, transmission and delivery of newspapers that gives the same expedition to newspapers as is accorded to first-class mail.

Concerning this order the Post Office Department says:

"Carefully worded and minute instructions have been issued to all employees engaged in handling the mails, so that there will be no possibility of misunderstanding the importance of getting newspapers to the reader with a minimum of delay.

"The essence of the order is that newspapers shall not be mixed with parcel post at any point in their dispatch from the publishers' offices until their delivery to the addresses. Papers shall be handled by themselves, and kept in constant transit, not being sent to railway terminals to be reworked. In other words, they are to be handled in the same manner as first-class mail.

"An important feature of the order is that no publication shall be given any less efficient or less expeditious treatment than at present. That means that publications other than newspapers will not suffer one iota from this progressive innovation, made by the Post Office Department."

Under the new system created by this order newspapers will be made up in separate sacks labeled with the word "Newspapers." If there are only a few copies of newspapers at the point of dispatch, they will be placed in pouches with first-class mail or in separate sacks, even though the sacks are only partially filled.

Mention is made in this order

that periodicals, advertising matter and parcel post are being given study with a view to expediting their transmission and delivery:

The Postmaster-General's order, in part, reads as follows:

### *To Postmasters and Postal Employees:*

In pursuance of the Department's effort to secure a more expeditious dispatch, transmission and delivery of newspapers, and basing my action on facts which render it expedient, I direct the following:

Newspapers as interpreted by this order are publications which are commonly and popularly understood to be newspapers of which the leading and major feature is the dissemination of timely news of interest to the general public, whether published daily or weekly.

If in doubt as to what is meant by a newspaper in any given case, postmasters should refer the matter to the Department for decision.

No publication should be given any less efficient or less expeditious treatment than at present.

Postmasters are directed to notify all publishers, whose mailings of newspapers are not delivered to the post-office or train, as the practice shall be in each case, in sufficient time to connect with the intended dispatch. Such notice shall be given each time that a failure occurs so that the publisher may know when his dispatch of newspapers leaves the city of publication. Postmasters should further communicate to publishers all errors made by the latter in making up "club packages," "directs," and also their failure to keep current all changes of address; and the railway mail service should likewise notify publishers of errors made in "R.P.O. sacks."

Postmasters are directed to make up newspapers in sacks by themselves, containing no other class of mail, and label such sacks plainly with the word "newspapers." In the event there are only a few copies of newspapers they should be thrown in pouches with first-class mail. If not so thrown, they should be dispatched in pouches or sacks by themselves even if the pouch or sack is only partially filled. In no case should newspapers for dispatch to R.P.O. trains, to terminal R.P.O.'s, and to first-class offices, be mixed in sacks with any other class of mail except with first-class mail as above stated.

Postmasters at the offices of destination of sacks labeled "newspapers" will cause the same to be conveyed from the railroad station to the post-office together with and as expeditiously as first-class mail.

The Department has a trained corps of inspectors who are studying the most scientific and expeditious methods and practice for handling each class of mail in its logical order, and the practices outlined in this order with reference to newspapers will be followed up at subsequent dates with the result of their study on the handling of other periodicals, advertising matter, and parcel post.

# Farm Implement Men Make Price Fight in Co-operative Campaign

Join to Work on Farmer through Dealer and Show Him Fairness of Agricultural Machinery Prices

By G. A. Nichols

A REPRESENTATIVE of the agricultural extension department of the International Harvester Company had just finished addressing a meeting of Indiana farmers on some general topic having to do with farm betterment. The chairman of the meeting quietly told him he had better leave as quickly as possible, as otherwise he probably would be annoyed by being taken to task by some rather radical gentlemen in the audience. The chairman had received advance information to the effect that some of the farmers present proposed to put the Harvester man "on the grill," as the old time police reporter used to express it, and ask him some pointed questions about the present prices of farm machinery.

Even as the chairman was giving what he meant to be a friendly warning a farmer rose and clamored for recognition by the chair.

"The gentleman evidently desires to ask a question," the Harvester man told the chairman loudly enough so all could hear, "and I propose to try to answer him or anybody else here to the best of my ability."

Then the farmer got his opportunity to speak.

"It is all well enough to give us those ideas," he said, "but what I want to know is why does the Harvester company and the other manufacturers charge us such outrageously high prices for farm implements. Give us a fair deal on prices and you will be accomplishing more for us than you can possibly do through any amount of talk."

"I am pleased that the gentleman has asked this question," the Harvester representative replied.

"In response, I should like to remind him that no less a power than the United States Government has started legal proceedings against the Harvester company on the charge that our selling prices are so low that our competitors do not have a fair chance. There are many things I could say to refute the accusation that we are charging too much for our goods but this action of the Government seems to leave nothing to be said."

The speaker referred to the recent Government action against the Harvester company in which the charges, expressed in layman's language, are substantially as he stated them.

## A PRICE REBELLION

The incident is mentioned here as one example of what has really become a widespread rebellion among the farmers against present implement prices. It is only one of a host of reactions that finally have caused the implement manufacturers to realize that there is an actual buyer's strike in progress. Realization of this strike and the necessity for combating it by a showing of facts has resulted in the formation of the National Association of Farm Equipment Manufacturers with headquarters in Chicago the purpose of which is to defend implement prices and to demonstrate their fairness. The work is now being carried on through an institutional business-paper campaign under the name of the association. The plan is to supplement this later by the use of farm-paper and newspaper space.

It is no secret that late last fall the implement makers were frankly alarmed as they contemplated the extent to which the buyer's strike had gone. Most

## AUTOMOBILE COPY

Scheduled  
for

*The*  
CINCINNATI ENQUIRER

to be run  
in the

Show Number Feb. 10th

will bring  
back big

Response from Dealers  
and Car Owners

Because  
Everybody

In the Cincinnati Market

BUYS and  
SELLS  
Motor Cars  
through

## *The* CINCINNATI ENQUIRER

*One of the World's Greatest Newspapers*

FORMS CLOSE FEBRUARY 8th

BOB BEISER, *Automobile Editor*

I. A. KLEIN  
50 East 42nd Street  
New York

R. J. BIDWELL CO.  
742 Market Street  
San Francisco

I. A. KLEIN  
76 W. Monroe Street  
Chicago

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ECONOMIST "NINETY PER CENSUS"

---

**90%** of our stores  
(about 32,000)  
sell draperies

## FOR SOMEONE

"EFFECTIVE," "Elegant," "Charming,"  
"Cheap"—a great many irrelevant reasons  
would be given by the women who are going to  
buy drapes this year for millions of windows.

Strangely enough, they very seldom think of the  
two real sales motives, store prestige and store  
promotion.

They don't reflect that their selections are pre-  
determined by the store buyer's selections—but  
the successful advertiser must.

He must recognize the influence of the merchant's  
business papers—he must use the Economist  
Group on a scale paralleling his own standard of  
success. Advertising here is automatically most  
potent.

Every day thousands of our stores, by written and  
spoken salesmanship are selling draperies, for some-  
one. Show them why to sell yours—their buy-  
ing public totals seventy million!

## The ECONOMIST GROUP

239 West 39th Street, New York

*Over 45,000 paid-for copies regularly reach the executives  
and buyers in 35,000 stores in 10,646 towns—stores doing  
75% of the total business done in dry goods and allied lines.*

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undesirable developments were sure to come about unless the farmers could be brought around to a more healthful frame of mind.

There was considerable jealousy and backwardness manifested by various manufacturers when it was proposed that a concerted effort be made to remedy the trouble. The tractor people feared some undue advantage might accrue to the concern making threshers or reapers. The manufacturer of ensilage cutters might hesitate to go in with the maker of plows and cultivators, and so on. But a preliminary survey brought out certain facts so forcefully that now about 240 manufacturers, large and small, have got together in the national association and are financing the educational advertising effort through a system of assessments graduated in accordance with each company's capital stock.

The survey revealed that during the last two years twenty of the leading companies have lost \$50,000,000, to say nothing of the sacrifices incurred by the smaller concerns. The manufacturers could hardly believe their eyes as they scanned Government figures showing how the production of farm machines has fallen off since 1914. In that year for example 1,335,104 plows were manufactured in the United States, and in 1922 only 431,409. Of corn planters 114,657 were made in 1914 as against only 21,783 last year. Of land rollers the 1914 production was 22,470 and this in 1922 fell off to 1,777. Similar reductions are shown in a long list of items, thus revealing to the manufacturers exactly what caused their abnormally high costs and heavy losses. They were able to utilize only about one-third of their facilities. They were in the position of a farmer who for many years may successfully operate a fully equipped 120-acre farm and then is obliged to try to pay expenses and earn a living by farming only forty acres, leaving the remaining eighty acres to lie idle.

The situation would not have

been nearly so serious had it been wholly the outcome of natural conditions. The farmer's buying power has fallen from what it was in 1914. His disinclination to buy, therefore, was inevitable and the resulting plight of the implement men would have been uncomfortable and serious enough in any case. But in addition to this the manufacturers had to face a hostile market, the farmers thinking they were being gouged.

In seeking to correct this condition the association is endeavoring to (1) get the real facts of the price situation before the farmer, and (2) to bring the retail implement dealer around to a proper realization of his responsibility in the matter.

#### FIXING THE DEALER'S RESPONSIBILITY

The first presentation in the campaign is being made to the dealer on the basis that he, either by his complacent attitude or his ignorance of the real condition, has had considerable influence, although he of course did not intend it that way, in causing the farmer to think as he does now.

An incident related by a salesman for a large Chicago wholesale hardware establishment would seem to indicate that the implement manufacturers have tagged the right person in getting to the retailer first. The salesman in question, who is in no way concerned with the sale of implements, happened to be in a downstate Illinois hardware store when a farmer came in and inquired about the price of a certain piece of farm machinery.

The dealer did not have the item in stock. He got out his price list and found it would cost him \$65. He hesitated, evidently making a mental calculation of freight and handling charges and wondering if he dared to add a modest profit. He finally timidly quoted the farmer a price of \$75.

"That's entirely too much," the farmer declared, "although you understand I am not blaming you. Those people (naming the manufacturer) surely are soaking you and us to the limit."

"Yes," the retailer agreed, "I guess they are. Well, maybe they will get next to themselves some time and pull the prices down. At least I hope so."

The farmer laughed and then called for a couple of cord tires. For these he paid \$50 cash without the least quibbling. He questioned the tire prices not at all. He remarked, as he left the store, that he would tinker up his old machine and make it do for another year in the thought that by that time the manufacturer might be ready to give him and the retailer "a square deal."

"The farmer is no different in this respect from other men in business," says F. H. Higgins, in charge of the research department of the association, to whom the incident was reported. "It is but natural for him to scrutinize the prices of equipment needed in the operation of his farm more carefully than the prices of commodities and luxuries he purchases with money earned by the equipment. People as a rule do not argue much about the prices of things desired for the pleasures of life, but when it comes to necessary expenses of business they become very cold-blooded in their reasoning. It is easy to reconcile the mind to the purchase of things that give pleasure, no matter what the price and in such purchases all members of a man's family add their encouragement and approval.

"It is the association's purpose, in the campaign that now is under way, to get the economic facts in the situation squarely before the farmer. The plan is to show him in the first place the questionable economy that comes from delaying the buying of new equipment which would increase profits. Many a farmer does not think ahead far enough to realize the real facts in this direction. He may get along with worn out machinery or insufficient machinery to the extent actually of having to pay out more money for hired help, to say nothing of the general all around decrease in production efficiency.

"The second purpose is to show that farm machines have taken comparatively few of the farmer's dollars but have on the other hand created the wealth that makes possible radio sets, electric lights, automobiles, pianos and other conveniences and luxuries on the farm.

#### CULTIVATING THE FARMER'S FRIENDSHIP

"And then an effort is being made to get over the general institutional idea so as to obtain from the farmer a more friendly and healthful attitude toward the industry. The farmers are fair enough. If the retail implement dealers of the country were better merchandisers the farmers would not have become obsessed by the idea that they are being overcharged. What is needed is to show them the facts and to awaken in them something of a realization of what they owe the industry and of what it means to them. The entire implement manufacturing business of the nation was built upon the pioneer efforts of men who started in a small way to lighten the burden of farm labor.

"Many a little obscure blacksmith shop has grown to be a great manufacturing establishment because it started out to fill a real need and developed consistently along that line. Take the case of John Deere and his plows. Deere in the early days went from New England to Grand Detour, Ill., and established a little blacksmith shop. The farmers had difficulty with the plows that were in use in those days. They were not sharp enough to turn over the heavy sod in that section. Deere made a plowshare out of a saw and invited the farmers in to see how smoothly it would glide through the gumbo. This was the beginning of the John Deere plow.

"Similar romance surrounds the history of Jerome I. Case, Cyrus H. McCormick and other pioneers in the farm implement field. When these men started a few generations ago about nine out of every ten persons worked on farms to feed themselves and

## Do You Feel Uneasy About Your Advertising?

### Gentlemen:

Has your advertising piled up at a time of the year when it is very hard for you to pay for it? Why don't you try to make your advertising expenditures follow in proportion to your monthly sales? The proportion does not have to be exactly the same in the valley months as during the peak months, but if you would study your sales by months and by seasons, and then spend approximately the same percentage of the dull months' sales as you do of the percentage of the busy months' sales, then your expenditures and receipts would more nearly correspond.

Your banking problems would be less troublesome, the expenditures for advertising would be cut down when you were going to be short of money, and all in all the plan would work so that you would be less uneasy. You would then feel happier about your advertising and you would work over it with more enthusiasm, and in the long run would get more results from it.

It is wrong in any kind of advertising to say that the same expenditure in dollars and cents should be put out every month, when the peak months will be two, three and four times as big in sales as the valley months.

Of course, if yours is a new article which you are developing, then you may be putting into advertising a percentage out of all proportion to the present sales, but that is not mere advertising; that is investment for future returns. We are talking above about a going concern that is established and has a volume sufficient to warrant the advertising being handled in a settled, reasonable ratio to monthly sales.

Many reorganizations and recapitalizations that come under our observation are largely due to over expenditures in advertising, either in a restricted territory or in a limited season, or on a product that does not respond quickly in large volume—no matter how much advertising is put behind it. We believe in a growth which is healthy, steady and dependable—not in trying to arrive at a great success so rapidly as to need reorganization or recapitalization.

If you would like to hear our application of the above to your affairs, we would be glad to make an appointment to sit in and hear your story and explain exactly what we mean.

Yours very truly,

*M.P. Gould Company*

Advertising Agency.

Member American Association of Advertising Agencies.

450 Fourth Ave., New York.

# FIRST

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The Sun led all New York evening newspapers in important classifications for 1923.

FIRST in New York Department Store Advertising

FIRST in National Advertising

FIRST in Financial Advertising

FIRST in Radio Advertising

FIRST in Automobile Display Advertising

FIRST in Steamship and Travel Advertising

FIRST in Tobacco Advertising

FIRST in many other classifications and sub-classifications

There could be no better evidence of the productiveness of advertising in The Sun.

*The Sun Gained over a Million  
Agate lines of advertising in 1923*

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## THE SUN and THE GLOBE

280 Broadway

New York City

*Net Paid Circulation Over 250,000*



the remaining 10 per cent in the cities. Today about 70 per cent of the people live in cities and are fed on food raised by 30 per cent. Farm machines which have made possible this great increase in production with much smaller man power can be charged with only from 4 to 8 per cent of the total yearly expense on the farm. The farmer probably knows these things in a general way, but the object of the campaign will be to place them before him in great detail so there can be no possible reason for further misapprehension."

The advertising campaign outlined by Mr. Higgins is being carried on in two-page spreads in various business papers reaching the retailer.

The first in the series is entitled "What Are the Facts?" This attempts to correct the idea many farmers have that they are the only ones who have suffered severely as the result of deflation. It sets forth that when the prices of everything — raw materials, wages, farm products—rose to new heights, farm equipment prices went up least of all. The manufacturers declare that while there have been declines in many of the products that have the most sensational rises, labor and materials are still high. They assert that for the material that goes into farm equipment—such as oak lumber, pole stock, pine crating, steel bars, soft centre plow steel, cold rolled steel, pig iron and coke—they are paying double what they paid in 1914. For labor, which is one of the largest items in all manufacturing costs, the outlay is considerably more than double what it was in 1914.

The various arguments being set forth in the advertising may be grouped in these three classifications to justify present farm machine price levels:

(1) From the standpoint of labor replaced.

(2) In comparison with other similar manufactured articles.

(3) From the standpoint of labor and materials involved.

"What we manufacturers all

must realize," says J. A. Everson, assistant sales manager of the International Harvester Company, "is that direct necessity alone compels a man to buy farm equipment. The problem which presents itself to the implement man is simply this—how, in view of the limited amount of money the farmer has to spend, is he going to induce him to spend some of it for equipment which he needs and which will pay bigger dividends in labor saved today than ever before? We must show him that the most profitable expenditure he can make is that which goes for articles that make him more money."

The association officials declare that the advertising, even though it has been in progress only a short time, is already producing favorable reaction among the dealers. There are many indications of stiffening backbones. The dealers apparently are seeing that their own salvation, as well as that of the manufacturers, depends upon getting the farmer set right as to prices.

"I guess we have been too yielding in our attitude toward our customers," one implement dealer writes to the association. "I'll admit my own policy has been rather weak and I think it was caused by a combination of not knowing the facts and perhaps being a little afraid of the farmer. If prices are right then there is nothing else to do but fight for them even though they are high."

Each business-paper advertisement of the series is reproduced in large size. Quantities of the circulars then are sold to the manufacturer-members of the association for distribution among their retail customers. The dealer is asked to display the circulars in his windows and other prominent places so that the data presented to him will get to the farmers also.

### Death of E. I. Aldrich

Edward I. Aldrich, vice-president and director of the Hood Rubber Products Company, Watertown, Mass., died last week at his home in Brookline, Mass. He was seventy-two years of age.

### Endicott Johnson Sales Increase

The Endicott Johnson Corporation, shoe manufacturer, reports sales of \$66,565,812, for 1923, a gain over 1922 of \$2,906,736. After all deductions, including payments to workers under profit-sharing plan, the net profit for 1923 amounted to \$4,154,278.

### To Advertise Turknit Wash Cloths

The Putnam Knitting Company, Cohoes, N. Y., will advertise Turknit, ravel-proof wash cloths, in women's magazines during the current year. Baby and guest sets are packaged units of sale featured by the company.

### C. M. Bunnell with Pyrene Company

C. M. Bunnell, formerly general sales manager of The Torrington Company, Torrington, Conn., has joined the Pyrene Manufacturing Company, Inc., in charge of sales in its skid chain department.

### Scale Account for Campbell-Ewald

The Barnes Scale Company, Detroit, manufacturer of counter scales for meat markets and groceries, has placed its advertising account with the Campbell-Ewald Company, Detroit advertising agency.

### A. N. Edrop Leaves Associated Artists

Arthur N. Edrop has resigned as president and director of the Associated Artists of Philadelphia. Mr. Edrop will continue in art work at that city as a free lance.

### David P. Nelson Joins New York "Evening Journal"

David P. Nelson, formerly space buyer for Thomas F. Logan, Inc., New York advertising agency, has joined the advertising staff of the New York *Evening Journal*.

### Franklin Hosiery Account for Tracy-Parry

The Sulloway Mills, Franklin, N. H., makers of Franklin hosiery, have placed their advertising account with the Tracy-Parry Company, Philadelphia advertising agency.

### W. J. Noble Joins Class Journal Company

William J. Noble, who conducted the Noble Advertising Service at Cleveland for several years, has joined The Class Journal Company in the service department of its Western office at Chicago.

### Advantages of Package Goods to Retailers Advertised

The American Sugar Refining Company, New York, is advertising in business papers to explain to retailers the advantages in handling Domino package sugars, over sugar in bulk.

The copy explains that there is more money for the retailer in selling package sugar, than if he bought his sugar in 350-pound barrels, and had to suffer the shrinkage, cost of packing, spillage, and added time involved in weighing out the sugar.

### Advertises to Get Dealers to Ask for Red Cross Products

Publications reaching hardware and farm implement dealers and the plumbing trade are being used in a campaign which The Red Cross Manufacturing Company, Bluffton, Ind., is conducting. The purpose of this advertising, according to R. W. Rinear, vice-president, is to induce dealers to ask their jobbers for Red Cross products. These include pumps, cylinders, cider mills, fruit presses, windmills, etc.

### International Shoe Sales and Costs

The International Shoe Company, St. Louis, reported net sales of \$109,922,738, for the fiscal year ending November 30, 1923. The cost of the products sold in 1923 was \$100,498,150. Net income for this period was \$10,298,641. This compares with \$10,236,956, for the preceding year.

### Domestic Electric Company Appointment

E. S. Sabin, Jr., has been appointed sales manager of The Domestic Electric Company, Cleveland, O., manufacturer of fractional horse power motors. He succeeds W. H. Lamar who has resigned.

### Pompeian Company Advances R. M. Alderman

Royal M. Alderman has been appointed advertising manager of The Pompeian Company, Cleveland, O. For the last five years Mr. Alderman has been assistant advertising manager.

### F. R. Coutant Joins Ray D. Lillibridge

F. R. Coutant, for the last five years with N. W. Ayer & Son, Philadelphia, has joined the staff of Ray D. Lillibridge, Inc., New York advertising agency.

### Chicago Automotive Institute Appoints Gundlach

The Chicago Automotive Institute has placed its advertising account with the Gundlach Advertising Company, Chicago.

Whether you can do the job adequately with "a one-paper splash" or need full coverage, you should know all about

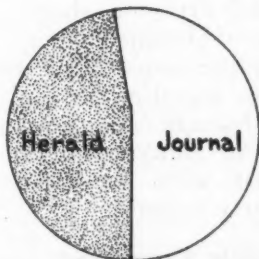
# The Syracuse Eclipse

Most newspaper changes are slow, but Syracuse is a "go-getter" city, with pronounced preferences and hair trigger methods of expressing them.

In 1922 the city was served by two afternoon papers, each leading a comfortable, care-free existence.

When a newspaper with the features and news coverage of the Telegram came into Syracuse, an upset was inevitable.

You owe it to yourself to find out what happened.



The Syracuse Newspaper Situation  
in 1922



The Syracuse Newspaper Situation  
RIGHT NOW

Reduced to its simplest terms, the present situation is that the afternoon newspaper circulations of 1922 are now 35% coverable by another newspaper—the

# SYRACUSE TELEGRAM

# The Daily Telegraph OF LONDON, ENGLAND

*"The Business Man's Paper that Goes Home"*

ENGLISH bankers and other business men regard the *London Daily Telegraph*—its financial pages, trade reviews and cable reports—as part of their necessary business equipment. It is relied upon by England's most prominent and successful men-of-affairs.

Carrying the full court calendar and complete London society news daily, it is also the personal paper of Royalty, nobility, and aristocracy—the most powerful and influential people in England—those who have money to spend and the leisure to spend it.

The circulation is 175,000—largely concentrated in the greater London district. As a consequence, the *Telegraph* carries regularly the advertising of all the big dry goods shops, and its tremendous volume of classified advertising proves conclusively the responsiveness of its readers. Americans traveling abroad read the *London Daily Telegraph* for its news of markets and business in America. The paper is equally popular with American women because of its society features.

Advertising Rates, Sample Copies and  
Mechanical Information on request from

## AMERICAN OFFICE

Room 410

425 Fifth Avenue

New York City

Telephone *Vanderbilt* 0274

or any recognized advertising agency

## What Three Groups of Co-operative Advertisers Are Doing

PORTLAND CEMENT COMPANY

NEW YORK, Jan. 14, 1924.

Editor of PRINTERS' INK:

Could you possibly inform me as to where I might obtain some published material treating on co-operative newspaper advertising. The material is to be used in the preparation of an address to a club of home-building material dealers.

I should be very pleased to receive from you any suggestions as to where material of this type might be obtained.

PORTLAND CEMENT COMPANY,  
GEORGE F. WHITEHEAD.

STOWELL & SINSABAUGH

LOS ANGELES, Jan. 9, 1924.

Editor of PRINTERS' INK:

I would like a list of articles on co-operative advertising done by a group of stores.

The special problem in hand is a co-operative advertising campaign for a group of exclusive shops in a high-class residential district, and I would be glad of any help you could give me.

STOWELL & SINSABAUGH,  
LILLIAN LARRIMORE,  
Manager.

DONOVAN-ARMSTRONG

PHILADELPHIA, Jan. 8, 1924.

Editor of PRINTERS' INK:

Will you kindly send us a list of articles which have appeared on co-operative advertising, other than fruit-growers co-operative advertising.

DONOVAN-ARMSTRONG.

**T**HERE is a constant demand for articles on co-operative advertising. These three letters are a small part of the evidence we could present showing the widespread interest there is in this subject. Fortunately we are able to gratify this demand, as we have published *several hundred* articles on the topic.

Co-operative campaigns may be classified into three principal groups, viz.: agricultural, manufacturers' and retailers'. There is no doubt as to the status of the first. Co-operative agricultural or horticultural advertising has been outstandingly successful. This has been demonstrated and is being demonstrated in dozens of notable instances.

The status of co-operative advertising among manufacturers is not so certain. While there are several splendid successes in this group, it is generally known that

many of these joint campaigns among manufacturers have been unsatisfactory to say the least. This does not mean that all campaigns of this kind that have been discontinued must be set down as failures. Many of these co-operative efforts were given up only after they achieved their purpose. Other joint drives of this sort have broken up into individual campaigns.

When the manufacturers' hand-in-hand campaigns fail, it is usually not because of the advertising or because the industry did not need advertising, but because of some weakness in the plan or some untoward condition in that trade. The two most common causes of failure are lack of harmony among the participating members and inadequate or improper financing.

The third group of co-operative advertisers—the retailers—is the one that at the present time is making the most rapid headway. An example of a lively campaign of this kind can be found in almost every city. Having a chance to participate in a co-operative drive gives many a small retailer an advertising voice that he could not afford were it not for this opportunity. It gives all retailers a chance to tackle problems that it would be futile for them to attack single-handed.—[Ed., PRINTERS' INK.

## Chicago Off-the-Street Club Has Annual Benefit

Miss Margery Maxwell of the Chicago Civic Opera Company, Emil Telmanyi, violinist, and Hubert Carlin, pianist, furnished the program at the annual benefit of the Off-the-Street Club, Chicago, held recently at the Illinois theatre, under the auspices of the Agate Club of Chicago. The Off-the-Street Club was formed by advertising men to help children who have no place for play but the streets.

## H. J. Rowe Heads Cedar Rapids Club

Harold J. Rowe has been elected president of the Cedar Rapids, Ia., Advertising Club. Mr. Rowe is president of the Ambro Advertising Company of that city.

J. S. Farquhar, publisher, Cedar Rapids *Republican*, has been elected vice-president; John W. Lovelette, secretary and John Burianek, Jr., treasurer.

## National Biscuit Will Contest Federal Trade Order

THE National Biscuit Company and the Loose-Wiles Biscuit Company have been ordered by the Federal Trade Commission to discontinue discriminating in prices between chain stores and co-operative buying associations composed of retail grocers when purchasing similar quantities of the products of these companies. A report of the hearing before the Commission was given in an article "National Biscuit Company's Selling Plan on Trial," page 10 of PRINTERS' INK of December 20, 1923.

The Commission's order charges these companies with—

(1) Discriminating in price between purchasers operating separate units or retail grocery stores of chain systems and purchasers operating independent retail grocery stores of similar kind and character purchasing similar quantities of respondent's products, where such discrimination is not made on account of difference in the grade or quality of the commodity sold, nor for a due allowance for the difference in the cost of selling or transporting nor in good faith to meet competition in the same or different communities.

(2) Giving to purchasers operating two or more separate units or retail grocery stores of chain systems a discount on the gross purchases of all the separate units or retail stores of such chain system, where the same or a similar discount of gross purchases is not allowed or given to associations or combinations of independent grocers operating retail grocery stores similar to the separate units or stores of such chain system.

Charles A. Vilas, general counsel for the National Biscuit Company, announces that his company will carry the case through the United States Circuit Court of Appeals. In commenting upon the order Mr. Vilas says:

"This company has long studied the subject of quantity discounts with a view to the greatest possible fairness to all the retail grocery trade. It believes that the discount system, which it has employed since 1917, is as fair and equitable as any that can be devised. If the Federal Trade Com-

mission or any other body could suggest a better one, the National Biscuit Company would be glad to adopt it. The company is, therefore, disappointed in not receiving constructive help from the Commission instead of a negative order seeking to destroy the system under which it has been operating for so many years."

## London Ready for July Advertising Convention

British advertising interests have everything in readiness to welcome the delegates to the London convention of the Associated Advertising Clubs of the World in July, said Sir Charles Higham of London, in an address before a luncheon meeting at the New York Advertising Club. The meeting was arranged by the On-to-London committee of the club and was presided over by Herman G. Halsted, who introduced the speaker. Sir Charles stated: "We on the other side of the water believe that this convention at London this year on selling and advertising will do more than anything to increase the output of the products in all the countries of the world. The interchange of selling ideas will save at least five years' striving, and by putting all our cards on the table we will know how to sell more easily in your country, and you will know how to sell more easily in ours."

## New Accounts for Myers-Beeson-Golden

Edward V. Hartford, Inc., Jersey City, N. J., manufacturer of Hartford shock absorbers, has placed its advertising account with Myers-Beeson-Golden, Inc., New York and Toledo advertising agency.

The Lejaren A. Hiller Studios, Inc., New York, photographers, have also placed their advertising account with Myers-Beeson-Golden, Inc.

## Start New York "Labor Press"

The Federated Labor Press, Inc., New York, has started publication of the *Labor Press*, a daily newspaper committed to the policies of the American Federation of Labor. George R. Fuller is managing editor and P. L. Davis, business manager. The Federated Labor Press, Inc., controls thirteen other labor newspapers in the Eastern States.

## Champion Lamp Account with Boston Agency

The Consolidated Electric Lamp Company of Danvers, Mass., manufacturer of Champion lamps, has placed its advertising account with the Smith-Endicott Company, Boston advertising agency.

## What Is "Class" Circulation?

A FEW publishers—some advertisers—and a great many advertising men define "class" or "quality" circulation, as though it had some reference to, or bearing on, the social standing of those who comprise it.

"Class" or "quality" circulation is purely a commercial term. It means circulation among that part of the population who have enough money to buy what they need or want. As opposed to it, there is "mass" or "quantity" circulation, which means circulation among that part of the population who have not.

When the New York resident is financially able to live in ordinary comfort, he becomes a theatre patron. The circulation of Theatre Programs in New York, is, therefore, confined to the people who have at least enough money to satisfy their needs. There are various methods of advertising to the others.

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Programs for 60 legitimate New York theatres—  
aggregating 1,600,000 circulation monthly.

Published by

*New York Theatre Program Corporation*

Tower Building  
Chicago

108-114 Wooster Street  
New York

Illustration made for  
E. R. Squibb & Sons,  
a client of  
N. W. Ayer & Son



THE striking effectiveness of a Hiller illustration is often achieved by the simplest of means. That is because Hiller pictures are artistic creations, and not just photographs.

The general belief is that pictures so beautifully done must be extremely high in price. Quite the contrary; there is no more certain way to cut down your expenditures for illustrations than to have them produced at the Hiller Studios.

*Lejane & Hiller*

(Lejane & Hiller)

STUDIOS

135 West 44th Street, New York

Telephone, Bryant 9226



# The "Woman Appeal"

Women Are Much Less Impressed by Fine Rhetoric Than by Sound Reasoning

By Frances Maule

A NOTED economist has said that a housewife's tasks in the matter of purchasing are enormously more varied than those of any manufacturer or buyer in any line of business. She has to buy milk and shoes, furniture and meat, magazines and fruit, hats and underwear, bedding and disinfectants, rugs and candy—and an infinity of other articles covering a range unthinkable to a business man.

Once we have grasped this fact, we cannot fail to recognize that the problem of understanding and of meeting the buying preferences of women is one of the major problems of advertising.

But when we sit down with this problem before us, to try to visualize the woman purchaser, we should do well to recall to our minds the fact—so well expressed in the old suffrage slogan—that "Women Are People." This fact is sometimes overlooked by advertising writers—just out of sheer anxiety to make their aim direct, specific and exact. They are so eager to hit the bull's-eye that they overshoot the mark. They may be said to "over-feminize" their appeal.

These writers too often build up in their minds a fancy picture labeled "Woman," which partakes too much of the good old conventional "angel-idiot" conception of women to be true of any wide class of modern women. It is, in fact, as hard to find in real life as the typical "ad man" of the popular imagination.

When, instead of sitting down at our desk to attempt to build up, out of memory and imagination, an image of the woman purchaser, we actually go out to hunt for her and meet her face to face in real life, we find that

it is just as impossible to pick out a single feminine type and call it "woman," as it is to pick out a single masculine type and call it "man."

When we go out and meet the consumer in her own home, or when we go behind the counter in a store—as we so often do—we learn that there are just as many types of women as there are types of men. It is impossible to divide these types into rigid, mutually exclusive classifications. Roughly speaking, however, for our purposes, we may divide them—more or less loosely and leaving plenty of room for overlapping—into four groups.

## OF PRIME CONSIDERATION

First and foremost, of course, we have the housewife. Toward her, the largest percentage of advertising is aimed. She is the many-sided purchaser referred to at the beginning of this paper. Second in purchasing importance, probably comes the type that is referred to as "the society woman"—the chief consumer of fashionable clothing, cosmetics, toilet articles and all sorts of high-priced luxuries. Just now—in this age of flappers—young girls form a large and important part of this class. After her comes the type generally referred to as "the club woman"—a type forming a comparatively new class of women purchasers—and, fourthly, the business woman—an ever-increasing class with an entirely different set of needs from the woman in the home.

Now when you start out with a "woman appeal," at which of these widely varying groups of women are you going to direct it?

The nature of the product is the one thing that can determine this for you.

In a recent lecture on the

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woman appeal in copy, Robert Tinsman pointed out that Edward Bok made no claim to understand women. He didn't even claim to have studied women. He admitted that he didn't really know anything about women. But he had studied and he did know the home. He understood the problems that women have to meet, and this enabled him to build up a great woman's magazine. If we grasp thoroughly the woman's problem, if we know that our product will meet it, and just how it will meet it—the advertising will *have* a "woman appeal." It will ring true to every woman who happens to see it, because it meets specially the questions that arise in the mind of any woman who is a possible prospect.

#### KNOW THE PRODUCT!

The first step in writing copy with a powerful woman appeal, is therefore to get thoroughly acquainted with your product. Use it yourself, try it on your friends, find out what it is made of, how it differs in every particular from every other product of its kind, what it will accomplish that other things of its kind will not accomplish. Then, knowing the thing inside and out with intimate, first-hand knowledge, sit down and set forth the facts in black and white—as you would do if you were writing to someone who had a need that this product could exactly meet. Unconsciously, you will find yourself addressing the right audience in a way to appeal to that audience.

George Meredith once said: "Woman is the practical animal"—and certainly all of us who have gone out on house-to-house investigations or who have actually gone behind the counter, and in these two ways met the consumer face to face, have been impressed with the truth of this generalization.

When a woman is out to buy a face cream, she wants to know what the particular face cream you have for sale will do for her.

Pond's Cold and Vanishing Cream copy, for instance, has always given her just this informa-

tion. For a long time, this copy was based on the principle "Every Normal Skin Needs Two Creams," and it explained in detail just what these two different creams did for the skin. Now, however, that this story has become familiar to the magazine-reading woman-public, the story has been developed beyond this simple statement of fact in order that the interest in it may be kept fresh and compelling.

Last year's Pond's campaign was built on the discovery that many of the women who give their skins the hardest wear—those whose skins would normally suffer most—are the ones who have the loveliest complexions because they understand best what these two cold creams will do for them.

The headline of one advertisement reads: "Learn from the Women Who Tax Their Skins the Most and Keep Their Faces Loveliest," and the copy points out that the actress, the society woman, the modern athletic girl, tax their skins the most, yet they are the very women whose skins have always to look the best.

Cutex advertising is another notable example of sound "reason-why" copy directed specifically to women, which has been undeniably successful. You will remember that this copy was built on a scientifically demonstrated fact that it is dangerous to cut the cuticle around the base of the nails. It then went on to explain carefully why cutting the cuticle was dangerous and in that way led up to Cutex—a preparation that removes the dry, dead cuticle about the base of the nails and therefore makes cutting unnecessary.

In time this plain statement also grew so familiar that it became necessary to develop it further in order that women's interest in the appearance of their nails should receive from it an ever new and compelling stimulus. Through this new development, women are made to feel that it is an essential of good breeding and a social requirement, both in business and in society, to have well-kept finger nails. To aid in this, every bit

**M**ORE than a newspaper, an institution! That is the comment that is often made regarding The Republican. In its service to the Arizona public, The Republican often goes beyond the newspaper field.

Every year the pioneers of Arizona, whose organization was accomplished by The Arizona Republican, are invited to Phoenix and royally entertained at the expense of the newspaper, as is the just due of the hardy leaders who made Arizona's progress and prosperity possible.

Every summer every child is invited to attend The Republican's annual children's picnic. The appreciation for work of this sort in a hundred fold repays for the effort and expense involved.

The greatest gathering of women ever held in Arizona is at The Republican cooking school, when capacity houses greet the lecturer in the Shrine Auditorium, the place of largest seating capacity in the inland southwest.

The greatest gatherings of men come when The Republican, on its electrically operated player scoreboard, presents a replica of world series baseball games, play by play, as the plays are made, or when world's championship fights are bulletined from The Republican's marquee.

The greatest downtown crowds in Phoenix have been when fashion shows have been staged in co-operation with the merchants by The Arizona Republican.



## The Arizona Republican - Phoenix Arizona

This is a page from "A Little Book on a Big Market." A copy will be mailed you on request.

NEW YORK—Williams, Lawrence & Cresmer, Brunswick Bldg.  
 CHICAGO—Williams, Lawrence & Cresmer, Harris Trust Bldg.  
 SAN FRANCISCO—M. C. Mogensen & Co., Examiner Building  
 LOS ANGELES—M. C. Mogensen & Co., Title-Insurance Bldg.  
 SEATTLE, WASH.—M. C. Mogensen & Co., Securities Bldg.

## *The Metropolitan Leader*

The New York Times in 1923 published 24,101,226 agate lines of high-class advertisements, 6,730,388 lines more than the second New York newspaper.

### RECORD BY CLASSIFICATIONS

	The New York Times Agate Lines	Next New York Morning Newspaper Agate Lines
Automobiles .....	900,468	529,480
Boots and Shoes .....	249,710	144,358
Building Material .....	110,246	60,480
Church Notices .....	85,744	62,546
Deaths, Marriages, &c. . .	251,674	172,260
Dry Goods .....	3,759,926	2,816,394
Financial .....	2,371,438	1,034,898
Hotels and Restaurants . .	185,878	89,984
Men's Furnishings .....	986,282	776,282
Miscellaneous Display . . .	1,669,556	878,884
Newspapers .....	194,238	138,884
Office Appliances .....	137,680	29,162
Periodicals .....	318,062	83,460
Publishers and Books . . .	779,154	208,486
Real Estate .....	3,510,830	1,771,562
Travel and Resorts .....	1,031,684	858,088
Schools and Colleges . . .	181,892	131,812
Tobacco .....	207,492	191,328
Beverages .....	105,046	50,788
Specialty Shops .....	1,364,822	648,474
National .....	5,624,358	3,421,452
Radio .....	56,418	44,346
Rotogravure .....	820,210	505,176

The New York Times is read by the largest group of intelligent, discriminating and responsive persons ever assembled by a newspaper. The average daily and Sunday circulation exceeds 350,000 copies.

of atmosphere, elegance and distinction layout, type-dress and illustration can give are utilized. Nevertheless, the original story about the danger of cutting the cuticle, and how Cutex will meet the difficulty, is still found in every piece of copy.

A recent Swift advertisement is an excellent example of an advertisement that is more than practical—it is technical. And it has for the housewife the direct and concentrated interest that a technical study of lubricating oils has for a machinist—and yet a very clever and experienced advertising man remarked of it, "I don't know whether it belongs in the prize exhibits or the horrible examples." It isn't a "pretty ad." To anybody who doesn't buy or prepare pork for a family table, it may look very dull; but to the persons who are buying and preparing pork, nothing you could say about pork could get so much attention. It is like something out of a woman's cook-book. It shows the different cuts of pork, and explains just how they can be used. Any woman who is continuously planning meals could not pass that page. Pork is timely for this season of the year. Housewives are all the time trying to think of something new to serve on their table, and they scan the food advertisements for suggestions. When they find a new suggestion, a new recipe, they cut it out and put it in their cook-books for future reference. Such advertising is recognized by the housewife as giving a definite service.

In the case of the innumerable household supplies such as kitchen cabinets, vacuum cleaners, washing machines, etc., the trend of the advertising is toward practical, "reason-why" copy, setting forth the service the product will perform for the housewife, the ways in which it will improve or lighten her work. If you give women that kind of copy—copy that is based on actual intimate knowledge of the product, couched in their own language, they will read every word of it. They are just as much interested in their busi-

ness of running their households as any business man is in introducing improvements into his factory. They may be more so, because women have now so many claims upon their time outside the home that they are extremely susceptible to any appeal which will lighten the household work and at the same time make it efficient.

#### REMEMBER THE PRACTICAL SIDE

Even if you are selling a quality product, with the very extreme of the "class" appeal, you will do well to incorporate in your copy a clear statement of the practical service the product will perform—even if that service be only to increase the prestige of the consumer.

The question is often raised whether men can write successful copy directed especially to women. Men can and do write very successful copy aimed at women—but they have a harder job and more to overcome than women.

Assuming on the part of the male copy writer the power of accurate observation, and the faculty for understanding the needs of other people and of registering his observations and his thoughts in words that glow and live—it comes down chiefly to the background of experience.

If a boy has been around his mother's kitchen from his earliest years, has wiped the dishes for her and set the table, and run errands for the soup ladle, the dishmop, the carpet-sweeper—he will have as good a background for writing copy on household things as a woman with a similar early training.

But most boys don't have this background of experience, whereas practically all girls do; they can hardly escape. So when it comes to writing copy on some household utility, a woman naturally falls into the vocabulary—those little phrases and intimate ways of talking that strike a housewife as ringing true—whereas a man might experience difficulty in finding, or at least be a little self-conscious in using, these phrases.

Practically every normal woman

has an innate, instinctive sympathy with the needs of the home and of children that causes them to think more deeply on these subjects than do most men. Occasionally, however, a man will produce copy on what is usually conceived to be a "woman subject" as true and as sympathetic in feeling as any that could be produced by a woman. The advertisements of U. S. Rubbers for children, which are written by a man, have a quality of sentiment so sound and so heart-searching that any woman might have been proud to have written them.

If a man had ever done any dressmaking (and it is said the best dressmakers in the world are men), he could write perfect copy on fashions. But most men haven't even sewed on their own buttons. Whereas there is hardly a girl who hasn't done a great deal of miscellaneous sewing. So when a woman comes to write copy on fashions, she falls into talk about clothes in the terms women are accustomed to use, and which sound real and familiar.

In recapitulation: in writing copy directed especially to women you should beware against setting up a fancy picture of "women" at which to aim your copy. You must study *women*—women as purchasers—and the only way you can do that is by coming to know them at first hand—preferably by selling them merchandise across the counter or by talking to them in their own homes about the merchandise they buy. And if you do this, you will find that it is indeed true that woman is "the practical animal." You will find that women are much less impressed by fine rhetoric than by sound reasons why they should buy your goods.

Of course you must surround these reasons with all the grace of fancy, imagination and emotion that you can summon. You must give them an attractive type-dress, an attractive layout and good artwork.

That is what it means to be "sincere." We all talk a great deal about sincerity. Whenever a group of advertising people get to-

gether, they agree—unanimously—that sincerity is the fundamental of good advertising writing. And yet, how much advertising is flagrantly insincere! The trouble lies in the fact that so many people don't know what sincerity is. We can't be sincere by just sitting down and making up our minds that we are going to be. Sincerity comes as a *natural and inevitable* result of having within us knowledge and conviction that speak forth spontaneously. When we have this knowledge and conviction we cannot help but be sincere.

The way to be sincere is to know your subject. The rest can be trusted to take care of itself. And if you are sincere with the women in writing advertising copy directed specially to them, your copy will have—of itself—a strong "woman appeal."

### Advertising Improves Electric Railway Condition

According to a statement made by Britton I. Budd, president of the American Electric Railway Association, the improved condition in electric railway finances and service noted during 1923 is largely due to the increased use of advertising by the lines showing the improvement. Annual passenger records were broken, with a total of 16,000,000-000 riders. There was an increase in freight and express business on inter-urban lines and a marked decrease in the number of receiverships.

### W. A. McDermid Will Join Life Savers

W. A. McDermid, who has been for the last three years general sales manager of the Autographic Register Company, Hoboken, N. J., has resigned, effective February 10. He will become assistant to the president of Life Savers, Inc., Portchester, N. Y.

### South Africa Will Advertise Ostrich Feathers

The Union of South Africa has appropriated £8,000 advertising to stimulate the sale of ostrich feathers, according to a recent consular report of the United States Department of Commerce.

### Has Crocker-Wheeler Account

The Crocker-Wheeler Company, Am-  
pere, N. J., manufacturer of electric motors, has placed its advertising account with Rickard and Company, Inc., New York.

**Kansas City is the largest market in the United States for Kafir corn, milo maize and other grain sorghums—**

## Concisely ~ *Purchasing Power!*

Kansas City, with a population of over 400,000, is the largest distributing point for lumber in the United States and enjoys the largest connected park and boulevard system in the world.

In the distribution of motor cars and accessories, it ranks third; in the distribution of soap, third; in the shipping of carloads of meat, second—and so on through innumerable industries.

How's that for an up and doing city? And what's more consistent, the people are just as progressive, just as metropolitan as the city! They like to read newspapers that give them the popular features that the people of New York, Chicago, and San Francisco talk about . . . features like a Gravure Photo Section, a Comic Supplement and a Magazine Section, in colors.

It's reasonable that the Kansas City newspaper giving its readers metropolitan attractions commands exceptional reader attention—reader appreciation. The Journal-Post's morning, evening and Sunday issues are brimming over with just the kind of features readers enjoy.

With a daily circulation of over 300,000 and a Sunday circulation of 200,000

***The Journal-Post is Keeping Step with Kansas City. Both Are Metropolitan.***

National Representatives: Verree and Conklin  
New York Chicago Detroit San Francisco



## Alarming Conditions in Mattress Industry

A STUDY of the mattress industry has revealed highly alarming conditions, according to a report made by the National Vigilance Committee of the Associated Advertising Clubs of the World. Health-injuring and disease-spreading products of that industry are being sold with the aid of insidious and deceptive advertising, according to the Vigilance Committee. In a statement on its study the Committee says:

"So-called manufacturers have camouflaged waste, shoddy, and dump refuse by means of art tickings, cretonnes, and other attractive covers. They have billed these products, polluted with filth, vermin, and disease to dealers as supposedly new mattresses. And the dealers, in turn, have foisted these health and home menaces upon an unsuspecting public, through insidious and deceptive advertising.

"The fact that those engaged in the illicit traffic in unsanitary mattresses often use no label and avoid making any representation whatever with reference to materials used, renders it difficult and oftentimes impossible to deal summarily with offenders under existing advertising laws.

"Confronted with this problem, the National Vigilance Committee has held that—in placing these so-called mattresses in homes where there are children, and where the intimacy which attaches to a mattress augments the danger of infection and disease, even though the product bears no label of content, and there be no oral or printed representation upon the part of the dealer—there is assuredly an implied representation that the product is suitable and safe for consumer use.

"The problem is not confined to any one State or locality. 'Mattress bootlegging,' as it has come to be known, is nation-wide. The volume of this illicit traffic in

Pennsylvania, the State with the most stringent of bedding laws, is conclusive evidence of the extent to which it is undoubtedly carried throughout the country.

"Legislation is needed. Stringent and practical laws will undoubtedly be passed in every State, and the strict enforcement thereof will lessen the misrepresentation and present danger to health. Education, however, is the true solution, and only through thorough knowledge upon the part of the consumer can the illicit traffic in unsanitary mattresses be effectively and finally stamped out.

"The National Vigilance Committee has inaugurated a campaign against fraud and deception in the mattress field. We shall proceed upon the premise that: When the public comes to a true realization of what may be concealed by the apparently clean exterior of an unknown and unlabeled mattress, and demands to know the name of the maker, and to know of just what it is made, then, and not until then, will 'mattress bootlegging' become unprofitable and extinct."

## General Chemical Account for Rickard Agency

The General Chemical Company, New York, has appointed Rickard and Company, of that city, to direct the advertising of its Hard-N-Tyte department.

Thomas A. Edison, Inc., also has placed the advertising of its primary battery division, at Bloomfield, N. J., with Rickard and Company.

## W. G. Matthews Joins Morton Company

William G. Matthews has been appointed manager of the Chicago office of the William J. Morton Company, publishers' representatives. He recently was manager of the Chicago office of the Kansas City *Star* with which he had been associated for twelve years.

## Death of E. H. Huntington, of Chicago "Tribune"

Edward H. Huntington, for more than twenty years assistant secretary and treasurer of The Tribune Company, publishers of the Chicago *Tribune*, died January 13, at his home in Hinsdale, Illinois. He was seventy-five years of age.



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# YOU ALL KNOW

the Real Estate men in your town. They are pretty much the same in every town, a wide awake, hustling up-to-date lot. They have to be.

Therefore, it is unnecessary to explain what their whole-hearted endorsement of a newspaper means.

In 1923, the three Omaha newspapers published the following lineage of "Real Estate for Sale."

(Measurements by Haynes Advertising Company)

World-Herald . . . . . 821,289 agate lines

Next paper . . . . . 257,803 " "

Third paper . . . . . 243,012 " "

The World-Herald's advertising rate on this business is 25% higher than its competitors'!

The World-Herald has over 46,000 paid circulation in Omaha, a city of 47,530 families. It offers the advertiser almost complete coverage.

That's why the Real Estate man, seeking the home buyer, whether large or small, concentrates in

## The Omaha World-Herald

Over 100,000 paid circulation

O'MARA & ORMSBEE, INCORPORATED, National Representatives

New York

Chicago

San Francisco

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## This means You

The other day a prominent advertising man came into my office and said: "I am not going to buy an Encyclopaedia—I don't need a new one—I just want to see how your loose-leaf binder works." I showed him the mechanical device, then said to him: "Mr. Blank, I am leaving for my train in four minutes. If I can prove to you in these four minutes that Nelson's Perpetual Loose-Leaf Encyclopaedia is an absolute necessity to you and an asset in your business, will you buy it?" He said: "Of course, but you can't prove it.

I said: "Mr. Blank tomorrow you may have to call on the Baker Cocoa Company to interest them in advertising. What do you know about cocoa? Do you know where it is grown, the production in America, the West Indies, Portuguese West Africa, etc.? Do you know how the cocoa bean is treated, the different methods of preparing it for consumption, the composition of cocoa, the statistics of its manufacture? The chances are that you would go to the Cocoa Company knowing very little about the subject, talking only generalities, which to the cocoa man is only bunk. With Nelson's you could talk intelligently with him on his own subject or even tell him a lot about cocoa that he never heard before.

"The next day you may have to call on a Motor Company—do you know the statistics on

manufacturing motor cars, the money invested and the yearly output, the growth of the automobile industry in the United States and other parts of the world, the number of automobiles in use, the valuation of the products, the various uses that the automobile is put to?

"Your next call may be on a shoe manufacturer. To talk generalities with him is a waste of time. He has heard the same old story from every other advertising man in the same old way. The thing to do is to go to him with facts and figures about his own business. Do you know how shoes were first manufactured, the stages of development, the number of wage earners employed making shoes, the amount of capital invested (over \$600,000,000 valuation of products)—the leading States in the industry, and other facts to interest the shoe manufacturer?

"There isn't a man in any profession or business that needs an Encyclopaedia more than the advertising man. It is a tremendous asset to him in his work. Before interviewing a prospect take fifteen to thirty minutes in reading up the subject you want to talk about, and note the impression you will make."

There was much more I might have said, but Mr. Blank interrupted me with: "What are your prices and terms? I am sold."

# Mr. Advertising Man.

## NELSON'S Perpetual Loose-Leaf ENCYCLOPAEDIA & Research Bureau for Special Information

### Free Educational Reading Courses

Nelson's Reading and Study Courses in CIVICS AND LAW, CIVICS AND POLITICS, LAW AND PROCEDURE, UNITED STATES HISTORY, BUSINESS ECONOMICS, NATURE STUDY, AGRICULTURE AND HOME ECONOMICS are declared by educational authorities to be equal to a college course and training in each of these departments.

### Nelson's Free Research Bureau

FOR SCIENTIFIC REPORTS AND SPECIAL INFORMATION AND CORRESPONDENCE. Every purchaser of Nelson's is entitled to free membership in this Bureau. If at any time you are in doubt on any subject, old or new, write to this Bureau with the positive assurance that you will promptly receive the latest obtainable and most dependable information.

## THE GREAT AMERICAN ENCYCLOPÆDIA

Nelson's is *always* an authority in government departments, libraries, schools, and educational institutions everywhere. It covers *every field of knowledge*, from the beginning of the world to the very latest activities of the present day; by means of the Loose-Leaf binding device, it is *always down-to-date*—it cannot grow old—it is always dependable.

### **Originators of the Loose-Leaf Reference System**

**EXCHANGE** Send for price list giving amounts allowed for old Encyclopaedias to apply as part payment on a new Nelson's Perpetual Loose-Leaf Encyclopaedia.

**On Exhibition and Sale at**

**Fifth Ave. BRENTANO'S New York**

### **THOMAS NELSON & SONS.**

*Publishers for 125 Years*

Dept. P. I. J., 381 Fourth Ave., New York City  
77 Wellington St., W., Toronto, Canada

Please send me your portfolio of sample pages, beautifully illustrated, containing color maps, plates and photographs, and full information how, by easy monthly payments, I can own Nelson's Perpetual Loose-Leaf Encyclopaedia and receive **FREE** book case and membership in Nelson's Research Service Bureau for Special Information. This must incur no obligation whatever on my part.

Name .....  
Address .....  
City..... State.....

(Adv. Copyright, 1924, by  
Thomas Nelson & Sons.)



**T**HERE is real satisfaction in being well established in a growing city. Just get your distribution, advertise your goods properly and the sale of your product grows with the city. Hook up with medium sized cities, showing a healthy growth, and you are not only opening a splendid new retail outlet, but also assuring yourself steadily increasing sales.

**B**EING the only paper in Gary, the Post-Tribune is unusually close to its retail stores and all local conditions. Send your salesmen in to see us. We may be able to offer them valuable suggestions.

**O**UR circulation, reaching as it does 11 out of 12 English-reading homes in this city, covers Gary as no other publication can. Your sales will convince you that your Gary advertising was a profitable venture.

## GARY POST-TRIBUNE

Gary, Indiana

Member of A. B. C.

Western Offices

Knill-Burke, Inc.

122 South Michigan Ave., Chicago

Eastern Offices

Knill-Burke, Inc.

Brokaw Bldg., N. Y.

# Co-operative Advertising Strengthens the Insurance Salesmen's Argument

A Model Advertising Campaign That Has Met with Success in Buffalo, N. Y.

AN advertising campaign that should pave the way for co-operative campaigns by life insurance agencies in other cities is being brought to a successful close by the Life Underwriters, Inc., of Buffalo, N. Y.

This campaign has aroused considerable interest throughout the country and the officials of the Buffalo organization have been repeatedly asked for a synopsis of the plan by similar associations elsewhere, while one or two other cities have embarked on somewhat similar plans within the past month or two.

The Buffalo campaign began about one year ago, with advertising in newspapers. Comparatively small space was used most of the while, with occasional larger splashes to emphasize the subject. Each month a specific reason for buying life insurance was discussed, specific phases of the subject being taken up in logical sequence throughout the month.

The matter of merchandising the advertising was not overlooked. A week previous to the beginning of each month's campaign proofs of future copy and a letter telling how the particular subject treated should be played up in the salesman's presentations throughout the next thirty days was sent to every general agency participating, together with portfolios enough for each man in the agency.

During the year this insurance organization was successful in securing the co-operation of local banks at times when subjects were being advertised which had a bank slant. For example, when insurance trusts was the subject several of the Buffalo banks which operate trust departments were induced to devote their advertising

space to showing why every man should build up a life insurance estate and bringing out the facilities of the trust company for handling such an estate after death.

Last summer the Life Underwriters, Inc., in co-operation with Buffalo trust companies, produced a moving picture named "Everybody's Friend," which brought out the advantages of both life insurance and the trust company in protecting the family after the death of the income producer. The scenes were filmed in Buffalo banks and the actors in the picture were all Buffalo people.

## HIGH-SCHOOL ESSAY CONTEST STARTED

After the picture had been shown in a number of clubs throughout western New York, a high-school prize essay contest was worked out which introduced the picture in Buffalo schools. The Life Underwriters, Inc., in co-operation again with the trust companies, offered a total of \$380 in prizes for the best essays by high-school pupils on the subject, "How Life Insurance and the Trust Company Protects the Home." School authorities welcomed the plan and permission was given to show the picture in every high-school of the city. Pamphlets giving details of the prize contest and basic facts for the students to work with in preparing their essays were distributed among the children. This contest has just closed.

Thousands of parents were interested in life insurance through the school essay contest, the insurance men claim. The same could probably be said for the trust company proposition, although it was the Life Underwriters, Inc., that took the initia-

tive in the campaign. A total of more than 10,000 essays were submitted. Whether the list of contestants will be used to build up prospect lists of parents has not been decided. The difficulty lies in finding any equitable means of dividing such a list among the insurance agencies participating.

But it is certain that the whole cause of life insurance has been visibly strengthened in Buffalo through the combination of newspaper advertising, the showing of the moving picture and the essay contest with which the year's campaign culminated. And without doubt the same plan would work equally well in any other large city.

The life insurance companies were not asked to participate in the expense of the campaign, the money being raised largely from the local managers of the insurance companies.

### Large Campaign Started by General Cigar

THE largest advertising campaign ever conducted by the General Cigar Company, Inc., New York, is planned for the current year on its three principal brands, Robert Burns, White Owl and Wm. Penn cigars. Magazines and newspapers will be used principally, together with window displays and other dealer help material.

A newspaper campaign on Robert Burns will be run in about forty-five cities commencing February 5. Later in the year the plans for this brand call for another newspaper campaign, which will be similar to the one beginning in February. Golfing publications will be used to enlist new members in the Robert Burns Hole-in-One Club, which the company states was a successful feature of its 1923 campaign. Full-page space in magazines also will feature the Robert Burns brand.

In addition to the cities in which Robert Burns will be advertised

a number of other cities have been added to the list for a campaign on White Owl cigars, which is already under way. It is planned to repeat this campaign in the summer and fall so that White Owl will be advertised almost continuously throughout the year. Copy for this brand will occupy full-page magazine space.

The Wm. Penn brand will be advertised more than ever during 1924. Newspaper advertising in a list of 100 publications started January 9 and will continue until April 10. In the spring campaign prominence will be given to the slogan, "Wm. Penn, Five Cents—A Good Cigar," to drive home to smokers the fact that a good cigar can be bought for five cents. This fact will be strongly emphasized throughout the year in an effort to win permanent consumer acceptance for this brand.

### Making Convention Attendance Easy for Women

The League of Advertising Women of New York is endeavoring to make attendance at the London convention of the Associated Advertising Clubs of the World very convenient for New York advertising women. An invitation has been extended to advertising women of that city who plan on making the trip to enroll with the league's delegation. Estelle Westervelt, at the headquarters of the Associated Advertising Clubs of the World, and who is the On-to-London chairman of the League committee, is taking care of reservations and deposits and handling the transactions with the American Express Company.

### V. C. Page with Motor Products Corporation

V. C. Page has joined the Motor Products Corporation, Detroit, Mich., to direct the development of a new motor accessories division for national distribution of accessories. For the last three years Mr. Page has been general sales manager of the F. A. Ames Company of Owensboro, Ky.

### Joins Vincent & Vincent

Clarke Schouboe has been appointed production manager and account executive for Vincent & Vincent, advertising agency, Portland, Ore. Mr. Schouboe was formerly production manager for the Botsford-Constantine Company, Portland, and more recently has been with the Brunn Advertising Service of that city.

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# *E.T. HOWARD COMPANY*<sup>Inc.</sup>

## *Advertising*

*Established 1870**Incorporated 1911*

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### *A personal Service Agency*

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*How do you  
determine your  
advertising  
appropriation?*

For the purpose of determining the amount required for the advertising appropriation of an established business, as a general principle, we recommend a calculated percentage of the gross sales for the previous year.

In our years of experience, when this method has been followed, a certain growth is set for the business which the appropriation is intended to accomplish and the working of it is closely checked to insure success.

Our interest in a new business is based on the possibilities of the thing advertised, not on the size of the initial appropriation.

Backed by a record of successful accomplishments, we should like to discuss, from these points of view, the possibilities in your business.

---

33~WEST~42<sup>nd</sup> St.  
Aeolian Building  
Telephone - Longacre 4690

---

## Munsey Consolidates New York "Evening Mail" with "Evening Telegram"

Frank Munsey, proprietor of the *Herald*, *The Sun* and *The Globe* and the *Evening Telegram*, New York, has bought the New York *Evening Mail*. This latest acquisition has been consolidated with the *Evening Telegram* under the name of *The New York Telegram and Evening Mail*.

The *Evening Mail* was founded in 1867. In 1882 it was amalgamated with the *Evening Express* which was first published in 1836 and for a number of years the combined publication was known as the *Mail and Express* under the ownership of Cyrus W. Field. Since 1903 the newspaper has been called the *Evening Mail*.

In 1897 the *Evening Mail* was taken over by a combination of five employees headed by Henry L. Stoddard. In 1900 the ownership of the entire capital stock of the newspaper passed over to Mr. Stoddard, from whom it has been purchased by Mr. Munsey. Mr. Stoddard has become associated with the Munsey organization.

F. A. Walker, who has been publisher and general manager of the *Evening Telegram*, will continue in the same capacity with the merged paper. Thomas Burns, advertising manager of the *Evening Mail* will continue in that position with the *New York Telegram and Evening Mail*.

This is Mr. Munsey's ninth purchase of a New York newspaper. He previously had bought the *Press*, *Herald and Sun*, now consolidated as the *Herald*, the *Evening Sun* and *The Globe and Commercial Advertiser*, now *The Sun* and *The Globe* and the *Evening Telegram* with which he has merged his latest addition, the *Evening Mail*.

## New York Publishers Support Reforestation

Support of the reforestation movement in New York State was given by the New York State Publishers' Association at its annual meeting at Syracuse on January 25. A committee was named to act on the suggestion of Conservation Commissioner Alexander McDonald who addressed the meeting on "The Press and Reforestation."

All the officers of the association were re-elected. They are: President, Frank Gannett, Rochester *Times-Union*; vice-presidents, Edward H. Butler, Buffalo *News*, and Lynn J. Arnold, Jr., Albany *Knecherbocker Press*; secretary, Charles H. Congdon, Watertown *Times*, and treasurer, Gardiner Kline, Amsterdam *Recorder*.

## W. B. Powell Joins Tracy-Parry Company

William B. Powell, formerly advertising manager of the Vanity Fair Silk Mills, Reading, Pa., has joined the New York office of the Tracy-Parry Company, Philadelphia advertising agency.

## Buffalo Better Business Commission Reports

The Buffalo Better Business Commission, Inc., started less than a year ago, has made its first report.

In nine months the Buffalo Commission conducted 2,127 investigations in 102 retail stores. In examining the advertising of these firms it was found that materials were incorrectly designated 1,002 times against 241 designations that were found to be correct. Comparative prices were wrong 270 times and right 180 times.

The Commission has been instrumental in stopping twenty promotional schemes where irregular methods were being used. Information indicating the use of the mails in schemes to defraud by use of the mails by some twelve companies and individuals selling stock in Buffalo has been turned over to the United States district attorney's office.

Information has been given in report form in 574 cases to individuals, banks, brokers and business houses who requested it.

The commission, according to this report made by its manager, John N. Garver, has plans for increasing the scope of its work during the present year.

## What Boston Export Round Table Will Discuss

A program of specific information on several markets for American exporters has been prepared for the dinner conference of the Boston Export Round Table which will be held at the Boston City Club on February 15.

Walter H. Rastall, chief of the industrial machinery division, Bureau of Foreign and Domestic Commerce, will give a talk on "Breaking into the Indian Market." "Developing Business in Australasia" will be described by R. A. Lundquist, chief of the Bureau's electrical equipment division. Grosvenor M. Jones, chief of the finance and investment division of the Bureau, while speaking on "How to Finance Export Shipments," will specialize on Latin-American business. Henry H. Morse, chief of the specialties division of the Bureau, will explain methods of "Building an Export Sales Campaign." Lynn W. Meekins, New England district manager of the Bureau, will review "Present Day Sales Problems in Japan."

## G. W. Simmons Leaves Simmons Hardware Co.

George W. Simmons has resigned as vice-president of the Simmons Hardware Company, St. Louis, Mo., and of the Winchester-Simmons Company, Inc., New Haven, Conn., to become vice-president of the Mechanics & Metals National Bank, New York. Mr. Simmons will continue as a member of the board of directors of both the Simmons, and the Winchester-Simmons companies.





THE  
**EVENING HERALD**

**AFTER  
 ALL  
 IT'S  
 RESULTS  
 THAT  
 COUNT!**

Made greater advertising gains in 1923 over 1922 than any other six-day evening newspaper in America, reaching the astounding mark of 19,834,010 lines, or a gain of 2,282,182 lines!

What is the reason for this remarkable growth? Because The Evening Herald not only completely covers Los Angeles, but covers it **effectively**. Advertisers who have analyzed the situation turn to The Evening Herald for **results**—they place their message before the eyes of over half a million readers and are confident in their choice.

**Representatives**

A. J. NORRIS HILL,  
 710 Hearst Bldg.,  
 San Francisco, Cal.

G. LOGAN PAYNE CO.,  
 401 Tower Bldg.,  
 8 N. Michigan Ave.,  
 Chicago, Ill.

H. W. MOLONEY,  
 604 Times Bldg.,  
 New York, N. Y.



Courtesy, White &amp; Wyckoff Mfg. Co.

# Printers' Ink Monthly

February, 1924

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JOHN IRVING ROMER, President; RICHARD W. LAWRENCE, Vice-President; DAVID MARCUS, Secretary and Treasurer.  
Office, 185 Madison Avenue, New York City, N. Y. Telephone, Ashland 4106.  
CHICAGO: Illinois Merchants Bank Bldg., Douglas Taylor, Mgr. ATLANTA: 704 White Bldg., G. M. Eads, Mgr. St. Louis: Lyndell Trust Bldg., A. D. McKinney, Mgr. SAN FRANCISCO: Chancery Bldg., M. L. Heston, Mgr. TORONTO: London Bldg., H. H. Tandy, Mgr. Issued first of every month. Subscription prices, U. S. A., \$2.00 a year; 25 cents a copy. Canada and Foreign, \$2.50 a year. Advertising rates: Page, \$100; two-thirds page, \$75; one-third page, \$50. Smaller space, 50 cents a line.

---

# *Bought by Business Leaders*

Four years ago PRINTERS' INK MONTHLY was brought out to complement the service of the WEEKLY.

From this standing start, the MONTHLY has come along so fast in the last four years that it is now second in influence and circulation only to the WEEKLY itself, started thirty-five years ago.

## **February edition 17,000**

PRINTERS' INK MONTHLY is bought entirely upon its merits by business executives who want to read an illustrated magazine of sales, marketing and advertising, containing ideas that have proved their merits in other establishments. They subscribe to PRINTERS' INK MONTHLY because they can use these ideas to keep their business growing.

The PRINTERS' INK Publications have never deviated from their policy of "hand picking" their subscribers, without the help of premiums, subscription agents or canvassers.

The table of contents opposite shows why it is bought by business leaders.

## **PRINTERS' INK MONTHLY**

*An Illustrated Magazine of Sales, Marketing and Advertising*

**185 Madison Avenue**

**New York**

**\$2.00 a Year in U. S.—25 Cents a Copy**

---

EVERY advertiser, occasionally, wishes to impress the Quality Prospect.

Some advertisers, continually, must impress the Quality Prospect.

On these occasions, mass methods fail—utterly. What is needed is a more and more selective method.

The resources of the selective method are good copy, good art, good typography, good paper, and good printing. If these five be applied to the full, they point to the direct-mail campaign, the window display, the book and the booklet. Moreover, they give to these media a new impressiveness and a new result-getting power. So great are the possibilities that

## Currier & Harford *Ltd*

announce a New Specialization:

### *Selective Advertising*



They will specialize in the creation and production of the direct-mail campaign, the window display, the book and the booklet, applied as Selective Advertising. Explained in a series of monthly mailings. On request, executives will be placed on the mailing list.

27 East 31<sup>st</sup> Street, New York

## National Commission Meets with District Advertising Association

Survey of Economic Uses of Advertising Planned by National Commission—On-to-London Committee Announces Program Plans—Commission Members Speak before Fifth District Convention

**T**WO advertising meetings were held at Columbus, O., last week when the National Commission of the Associated Advertising Clubs of the World met on January 22 and 23 and the Fifth District of the Association held its annual convention on January 23 and 24. This arrangement gave the delegates to the district convention an opportunity to attend an open session of the National Commission. Members of the Commission also participated in the district meeting, as speakers.

One of the principal matters discussed at the Commission meeting was the desirability of compiling statistics pertaining to the use of various advertising mediums and expenditures in these mediums. Homer J. Buckley, who presided over the meeting, introduced this subject for discussion at the request of W. Frank McClure, chairman of the National Commission, who was unable to attend the meeting. It was the opinion of a number of members that it would be impossible to undertake such work. Discussions on the subject, however, led to a suggestion, made by Merle Sidener that a committee be appointed to devise ways and means of getting a survey of the economics of advertising and its application to various mediums.

Mr. Sidener's suggestion was accepted and Mr. Buckley appointed the following committee: Frank LeRoy Blanchard, Public Utilities Advertising Association; Julius Holl, Industrial Advertisers Association; C. H. Handerson, Financial Advertisers Association; John Sullivan, Association of National Advertisers, and James

O'Shaughnessy, American Association of Advertising Agencies. It is the plan of this committee to have each departmental of the Associated Clubs prepare a brief covering its field of activity. This will be digested, edited and sent out broadcast to schools, universities and advertising organizations.

Charles Henry Mackintosh, chairman of the committee on trade practices, stated that in not one single instance of unfair trade practices reported to the committee during the last two years had the medium complained against been a member of any departmental affiliated with the National Commission. He also announced that the Commission would soon publish a booklet on standards of practice.

The Insurance Advertising Association was admitted to membership in the Associated Advertising Clubs of the World as a departmental. The committee on admissions also presented for discussion the application of the National Publishers Association for affiliation as a representative of the magazine publishers. It is anticipated that this application will be accepted after the committee on constitution drafts a slight change in the constitution.

The commission was informed of the progress of the On-to-London committee in its arrangements for the 1924 convention. The accommodations of the *S. S. Republic*, the official ship, have been increased by about 200 through improvements in the third-class quarters. These improvements will provide total accommodations of 1,300 on the *S. S. Republic*. The committee reported that a delegate could cover his convention expenses for as low as \$350. This figure includes round-trip fare, convention registration, passport and necessary hotel expenses for ten days.

Thirteen departmentals of the Association already have arranged to hold sessions during the convention. A number of these will meet with similar organizations in Great Britain. The American Association of Advertising Agen-

cies will meet with the Association of British Advertising Agents and the Association of National Advertisers will meet with the Incorporated Society of British Advertisers.

Harry Tipper, chairman of the program committee, announced that James D. Mooney, president of the General Motors Export Company; Francis H. Sisson, vice-president of the Guaranty Trust Company; E. T. Meredith, of The Meredith Publications; Herbert S. Houston, publisher of *Our World*, and Fred B. Smith, of Johns-Manville, Inc., had accepted invitations to speak on the general program at London. Mr. Sisson and Mr. Houston will speak on the general topic, "Advertising, the Creator of Public Standards." Mr. Mooney will speak on "Advertising as an Educational Factor in Modern Life" and Mr. Meredith on "Advertising as a Social Force." Mr. Smith, who was also on the program of the 1923 convention, will deliver the farewell address on Friday afternoon, July 18.

As the arrangements for the convention now stand, July 14, 15 and 18 are to be devoted to general sessions. The sessions on July 16 and 17 will be given over to departmental meetings. In view of the small number of sessions on the general program, the committee has been restricted, Mr. Tipper said, as to the number of speakers that it had felt able to invite. President Lou E. Holland will, of course, address the convention, delivering the response to the welcoming address on the forenoon of Monday, July 14. Some time will be given to outlining the association's educational program and explaining the Neosho Plan, and the committee is working to obtain a speaker representing the insurance field because of the interest in this subject in England.

In a letter which Lou E. Holland, president of the Associated Advertising Clubs of the World, is sending out to club presidents, he requests that each club hustle

along its reservation questionnaires. He states that the committee must know how many each club or departmental will send at the earliest possible time, giving the approximate price each member desires to pay going over and returning. Mr. Holland said that it is imperative that each delegate arrange for his return passage to avoid difficulties.

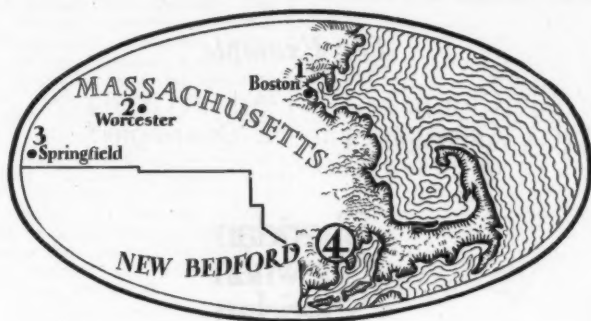
A strong resolution was adopted by the Commission urging the approval and passage by Congress of legislation favoring tax reduction.

The Commission decided to hold its next meeting at Philadelphia on May 12, simultaneously with the first annual convention of the Second District of the Associated Advertising Clubs of the World.

#### FIFTH DISTRICT CONVENTION

The second day of the National Commission's meeting was held in conjunction with the Fifth District Convention. This district includes the States of Kentucky, Ohio and Michigan. The district meeting was opened by C. B. Tracewell, of Columbus, president of the Columbus Advertising Club. A. W. Neally, of the Geyer-Dayton Advertising Company, Dayton, was chairman of the convention.

"How Advertising Reduces Cost of Goods to the Public" was the subject of discussion at the morning session on January 23. This was viewed from the standpoint of the manufacturer by R. E. Mercer, of the Lowe Brothers Company, from the retailer's standpoint by L. J. Brownhill, of the Morehouse, Martens Company, and from the consumer's viewpoint by Professor Maynard, professor of marketing at Ohio State University. The question was then taken up by the delegates and unanimous opinion was expressed that consumers are not properly educated on this point. As a result of this condition, it was stated that advertising lost some of its effectiveness. To overcome this weakness, the cooperation of manufacturer and



## Right on the busy corner of New England's busiest state

**N**EW BEDFORD, the fourth largest city in Massachusetts, has its "place in the sun" on one of the finest harbors of the Atlantic coast.

But New Bedford is not merely a famous port, a railroad terminus, and the corner gateway to all southeastern Massachusetts. It is also the center of the largest group of fine-textile mills in the world. And it is the only New England city of more than 100,000 population that can be adequately covered by a single newspaper,—the Standard Mercury.

# NEW BEDFORD STANDARD MERCURY\*

\*Circulation 32,475 A.B.C.

## *For Example*

Compare your Advertising  
Campaign with the Campaigns\*  
of these clients of

**Sheridan  
Shawhan  
&  
Sheridan**  
Advertising Agents  
30 East 34<sup>th</sup> Street  
New York

### *American Bosch Magneto Corporation*

For Example, In

February 9th	- - -	Saturday Evening Post
February 16th	- - -	Saturday Evening Post
February 23rd	- - -	Saturday Evening Post
Current issue	- - -	Successful Farming
February 9th	- - -	Country Gentleman

### *Esmond Blankets*

For Example, In

Current issue - Woman's Home Companion (color)

### *20 Mule Team Borax*

For Example, In

Current issue	- - -	Ladies' Home Journal
Current issue	- - -	McCall's Magazine (color)
Current issue	- - -	Delineator
Current issue	- - -	Designer

### *20 Mule Team Borax Soap Chips, Etc.*

For Example, In

Current issue	- - -	Pictorial Review
Current issue	- - -	Good Housekeeping

\* These CAMPAIGNS appear regularly in forty publications exclusive of newspapers



retailer in consumer educational work was recommended.

At a luncheon meeting with the National Commission, James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, spoke on "Why This Year's Advertising Volume Will Be the Greatest Ever," Homer J. Buckley talked on "Retail Selling," John Howie Wright, "Selling by Mail," and P. L. Thompson, president of the Association of National Advertisers, spoke on "How Advertising Reduces the Cost of Distribution." The luncheon was attended by more than 400 people.

### Monopoly in Radio by Eight Concerns Charged

A complaint was filed on January 27 by the Federal Trade Commission charging that a monopoly exists in radio manufacture and communication, both domestic and transoceanic.

The following concerns were named: The Radio Corporation of America, General Electric Company, American Telephone and Telegraph Company, Western Electric Company, Inc., Westinghouse Electric and Manufacturing Company, the International Radio Telegraph Company, United Fruit Company and the Wireless Specialty Apparatus Company.

These concerns are alleged to have violated the law against unfair competition in trade to the prejudice of the public. The complaint states that "the respondents have combined and conspired for the purpose of, and with the effect of, restraining competition and creating a monopoly in the manufacture, purchase and sale in interstate commerce of radio devices, and apparatus, and other electrical devices and apparatus, and in domestic and transoceanic radio communication and broadcasting."

### Advertising Affiliation to Meet in May

The Advertising Affiliation which includes advertising clubs in the cities of Cleveland, Buffalo, Rochester, Toledo, and Hamilton, Ont., will meet at Buffalo on May 9 and 10. The theme of the convention will be: "Hitting the Mark in Marketing."

### Death of Albert Phenix

Albert Phenix, managing editor of the *Manufacturers Record*, Baltimore, Md., died on January 26. For a time he was associated with the late Charles H. Grasty. Mr. Phenix was formerly owner and editor of the *Emporia Gazette*. He was seventy years old.



## An Innovation in Printing

WE EXPERIMENTED with the idea of turning our equipment and plant over to buyers of large edition printing and binding—we "sold" them our plant, our facilities, and our staff of advisers.

The laboratory stage is passed, and the appreciation expressed by several nationally known publishers and advertisers has made this experiment an established plan.

We want you, Mr. Buyer, to walk in this plant, survey the complete mechanical equipment, the staff of craftsmen, our shipping facilities, and feel that they belong to you and are acting under your instructions.

No matter where you are located, we are at your back door with this idea and service, and we would welcome an opportunity to acquaint you with further details concerning our plan.



**Haddon Press**  
INCORPORATED

Where Federal crosses Nineteenth Street  
CAMDEN, NEW JERSEY

### Publishers Honor Howard W. Connelly

On the occasion of his seventy-first birthday and completion of fifty years' service with the New York Post Office, Howard W. Connelly, assistant superintendent of mails in charge of second-class matter of that office, was honored by periodical publishers of New York with a dinner given at the Hotel Biltmore on January 24.

The Hon. John H. Bartlett, First Assistant Postmaster-General of the United States, described the "Personnel, Service, and Efficiency" of the Post Office Department and what it is trying to accomplish in the way of better service. "Postal Affairs in Congress" were discussed by the Hon. M. Clyde Kelly of the House of Representatives. Robert J. Cuddihy, publisher of the *Literary Digest*, answered affirmatively the query of his subject "Are Postal Employees Human Beings?" Other speakers were William Peter Hamilton, editor, *Wall Street Journal*; the Rev. John Howard Melish and Mrs. James Lees Laidlaw.

### Syracuse, N. Y., "Telegram" Appoints R. P. Potter

R. P. Potter has been appointed advertising manager of the Syracuse, N. Y., *Telegram* and *Sunday American*. He has been a member of the advertising staff since these newspapers started publication, and was formerly with the *Syracuse Journal*.

### Direct Mail Association Supports Mellon Plan

A resolution adopted recently by the Board of Governors of the Direct Mail Advertising Association, Inc., recommends the approval and passage by Congress of the tax-reduction plan of Secretary Mellon. Copies of the resolution were forwarded to members of Congress. The resolution, printed in the Association "Bulletin," requests members of the association to write their Congressmen and Senators, expressing approval of the sentiment of the resolution.

### Los Angeles Agency Incorporates

The advertising business which has been conducted at Los Angeles under the name of Hammel, Sutphen & Forker has been incorporated. Max J. Hammel, Colonel J. W. Sutphen and Don E. Forker previously conducted the business as a partnership.

Harry E. Freiberg has joined the company as secretary.

### Directs Correct Dress Campaign

Nine merchants of San Antonio are co-operating in a fifty-two-week newspaper campaign designed to teach people of that city the correct dress for various occasions. The campaign is directed by the Pitluk Advertising Company, San Antonio.

## INTERPRETATION

IT is one thing to execute the mechanical technical features of a drawing for advertising illustration and quite another to put into it the original zeal and warm thought that inspired its creator.

Murray Hill 2560

## LOHSE • BUDD

405 Lexington Ave.  
NEW YORK



## Printers "Paint"

In Chicago each month we  
"Re-Paint" in friendly colors  
1,350,000 Vest Pocket Billboards.

Advertisers say Vest Pocket  
Billboards are "*adjustable to the eye*"  
and that our Medium provides  
a permanent and personal contact.

What do you think of 1,350,000  
Users in Chicago carrying your  
name and message as their Per-  
sonal Possession in addition to  
your other Publicity?

### "The Book of Facts"

MORE ABOUT IT

**Just off the Press**

**ERWIN-RIVERS & CO., LTD.**

161 W. Harrison Street

Chicago

## **Saving Time and Money for Advertising Agencies**

Two years ago an agency, to place copy in 54 School Journals, would have been forced to

Handle 54 orders, with all the detail work of confirmation, correspondence, insertion orders, etc., etc.

Make 54 cuts of half a dozen different shapes and sizes.

Keep 54 sets of circulation and market data.

Rely on 54 different sources of information, none of them with authority or responsibility to speak for the whole field.

**NOW—**

One order, one piece of copy and one billing take care of the whole job.

Every Agency knows the value of this Billion-Dollar Field—nearly half a million teachers, superintendents, trustees and others, who not only buy on their own account every article appealing to educated men and women, but also directly and indirectly influence the purchase of all school supplies, building equipment, etc.

Heretofore it has been too much expense and bother.

But not now—thanks to

### **SCHOOL GROUP, Inc.**

M. P. McNEELY, President

Carondelet Bldg., New Orleans, La.

## Experiment! Experiment! Experiment! Experiment!

THE BLAKE COMPANY  
ROCKFORD, ILL., Jan. 11, 1924.

Editor of PRINTERS' INK:

I have read PRINTERS' INK for a good many years and notice problems are put up to you constantly and wonder if you have anything on a problem which we would like to have solved.

We are large manufacturers of Drop Cloths, a covering used by the painters when decorating indoors.

Our own salesmen cover the larger cities and go after the big contractors and supply houses or jobbers, but we make very little effort except through trade-paper advertising to reach the small painter in the smaller cities and villages.

We are constantly receiving letters from salesmen, such as the following:

"I travel through Ohio, Indiana, West Virginia, Kentucky and Tennessee selling the painters, contractors and decorators. I would like to get Drop Cloths for a side-line."

We have had no experience selling on a commission basis and do not know whether it would pay us to try out four or five men who are traveling different States and let them carry our Drop Cloths for a side-line.

We are confronted with the collection problem, as they would sell to very small-rated firms. The orders would be for small quantities and would necessitate considerable bookkeeping, although, if by having four or five such men who could sell 400 or 500 cloths, with the volume of \$4,000 or \$5,000, we may be foolish to turn down this business.

We are inclined to believe we are better off to let it alone, believing we would not get volume and would have a lot of credit troubles and possibly trouble with the salesmen in settling on the commission basis.

If you know of anybody that does a business by letting salesmen carry the line as a side-line, would be glad to get any information we could.

THE BLAKE COMPANY,  
JOHN D. BLAKE.

**WE** are disposed to side with Mr. Blake in the conclusion he has come to, with respect to selling drop cloths through side-line salesmen. Generally speaking, this plan of selling is a snare and a delusion. It has all the difficulties that our correspondent cites and a lot more that could be counted almost ad nauseam.

Still, if we were in Mr. Blake's shoes, we would not drop the idea without some more thought. Several manufacturers have succeeded or at least got their start with side-line salesmen. It is possible that drop cloths can be sold profitably in this way. We think



# "Punch"

*"The Foremost Humorous  
Journal of the World"*

**T**HERE is no better medium through which Advertisers of High-Class Goods and Service can build up and maintain an export trade, for **"PUNCH"** penetrates to the remotest corner of the civilised world.

*Advance Booking is  
always essential*

⌘

**MARION JEAN LYON**  
Advertisement Manager "PUNCH"  
10, Boulevard Street,  
LONDON, E.C.4, Eng.

we would try the idea out in two or three territories. We would select the salesmen with all the discrimination we could command, then carefully check results and see what happens. If the plan flivvers, all well and good. If the scheme works, the number of territories in which it can be tried easily can be extended. A trial of this kind will at least test the value of the idea.

There is an old Latin proverb which ran something like this. "Make your experiment on a worthless subject." Mr. Blake should take heart from this. The more unpromising his idea, according to the Latin idea, the better it is for experimental purposes. Charles Darwin once wrote to Lankaster that experiment is good unless it be "for mere damnable and detestable curiosity." Certainly that applies to business experiment. We always try to get across to manufacturers that every good idea should be given a trial—even for no other reason than curiosity, to see if the blamed

thing will work. Nearly everything we have today in the way of services or products was once mere ideas. Someone had to give them a trial.—[Ed. PRINTERS' INK.]

### J. C. Penney Transfers G. L. Brown

George Lippincott Brown, assistant to the vice-president in charge of sales of the J. C. Penny Company, Inc., at New York, has been transferred to St. Louis for the purpose of more centrally locating the sales promotion and personnel selection work which he is doing.

### Death of C. I. Lewis

C. I. Lewis, editor of the *American Fruit Growers' Magazine*, Chicago, died recently at his home in Oak Park, Illinois. He was formerly head of the Oregon Fruit Growers' Co-operative Association, and before that had been on the staff of the Oregon Agricultural College.

### F. L. Reid Starts Advertising Business

Frederick L. Reid has started an advertising agency under his own name at Poughkeepsie, N. Y., with a branch office at New York. Mr. Reid was recently with the Dutchess Manufacturing Company, Poughkeepsie.

## Growing by Leaps and Bounds

While the quality farmer circulation of 51,663 copies, based on our last A. B. C. Audit, made

### Rural Life and Farm Stock Journal

at 35c per line A Wonderful Buy; advertisers are now guaranteed a net paid circulation much in excess, and at no increase in rate as follows: December issue 55,000; January issue 58,000; February issue 60,000, which prompts our claim for "RURAL LIFE" as being

*The Best Farm Market Buy Extant!*

**RURAL LIFE PUBLISHING CO., Inc.**  
8 North Water St. Rochester, N. Y.

*Eastern Representative:*  
THOMAS H. CHILD, Fuller Building, New York City

*Western Representative:*  
HARRY R. FISHER, Mailers Building, Chicago, Ill.



## Add This Medium to Your List

IT can be done! Tarvia, Piedmont, Coca-Cola, Firestone, Western Union—every time you see one of these Baltimore Enamel Signs it is proof that the streets of America can be added to your list.

Furthermore, it's a permanent investment. An Enamel Sign, when put in place with brass screws, is oblivious to the ravages of rain, sun, wind and wear. Stays on the job for your product year after year—the most economical medium you can buy.

Write today to the Baltimore Enamel and Novelty Company, Baltimore, Maryland and get the facts!

NEW YORK  
OFFICE  
200  
FIFTH  
AVENUE  
—  
GRAMMERCY  
6633



PLANT  
OF

THE

ESTAB.  
1896

# BALTIMORE ENAMEL

AND NOVELTY COMPANY

*"No metaphysician ever felt the deficiency of language so much as the grateful."*

Advertising lineage gains and losses  
of New York newspapers during the year 1923:

	GAIN	LOSS
American - - -	1,850,070	.....
Journal - - -	1,222,266	.....
Sun-Globe - - -	1,068,476	.....
Evening Mail - -	629,684	.....
Evening Post - -	257,068	.....
Tribune - - -	193,984	.....
Evening Telegram	173,348	.....
World (morning)	126,748	.....
Times - - -	.....	40,996
Evening World -	.....	414,670
Herald - - -	.....	880,046

**New York American**

1834 Broadway—New York  
1407 Kresge Building—Detroit

Wrigley Building—Chicago  
230 Boylston Street—Boston



## First Sixty Billions Are the Hardest

(Continued from page 6)

annually when 1944 is reached.

If the cigarette trade has learned nothing about women since 1917 it has had its eyes opened by the proper study of mankind, which according to a high authority is man. Several sweeping conditions, human and economic, revolutionized all markets:

First, the war upset long-established facilities for the cultivation and importation of essential leaf tobaccos from the Near East. Then, in army and civil life, it democratized cigarette taste. From the first condition, trade in cheap varieties of Turkish or Egyptian cigarettes, such as re-tailed at five cents per package of ten or ten cents per package of ten was wiped out.

High import and revenue duties stayed high ever since and so it seems that our old friends in the slide pasteboard boxes with miniature rugs and baseball pictures and extra coupons to boot will never be with us again. When you try to get ten or fifteen cents because you have to, to cover excise taxes, for a package of ten cigarettes that used to cost a nickel, the rough and self-reliant smoker says, "Not on your life!" and buys a package of twenty cigarettes that are mainly or in whole of domestic tobacco for from thirteen to fifteen cents.

Said Isaac F. Marcossian in "The Chester Concession" (*The Saturday Evening Post*, December 1, 1923) "the wars and the exodus of the Greeks and Armenians have given the Turkish tobacco industry a serious blow. . . . The total pre-war production of all districts was 61,000,000 okas—an oka is equal to about 2.83 pounds avoirdupois in Turkey—of which more than half come to us . . . the estimated crop for this year is 45,000,000 okas."

And meanwhile the American cigarette output has increased from 30,000,000,000 in 1917 to 60,000,000,000 in 1923. No won-

### We Make the DELCO-LIGHT Dealer Slides

All slides bearing the Columbia imprint are Quality Slides.

We build Columbia Slides up to our standards and ask a fair price for them. We can build a slide down to a price, but our name does not appear on it.

We will gladly explain the difference in slides and will be pleased to help you.

Columbia Slide Co.  
19 S. Wells St.  
Chicago  
Quality Stereopticon Slides

## A Correction

On page 151 of the January 24th issue of *PRINTERS' INK*, the copy for our page advertisement erroneously stated that the advertising forms for the April issue would close March 20th.

This should read February 20th. Please correct your records accordingly.

### COLLEGE HUMOR

J. M. LANSINGER, Pub.  
J. D. MACDONALD, Adv. Mgr.

Representatives:

BRUNS & MACDONALD, GEORGE W. STEARNS,  
First Nat'l Bank Bldg., Flatiron Bldg.  
Chicago New York

Member A. E. C.

## Can Manage

- an export department
- a foreign advertising department
- An American business abroad

There is available a man of the very highest calibre, whose knowledge of foreign markets has been gained by 22 years' residence in the principal countries of Europe, Asia, Africa, and the two Americas.

He has managed foreign business and foreign advertising campaigns. He has obtained concessions from foreign governments, and knows foreign marketing conditions.

His experience has been ripened, crystallized, and coordinated by some years of writing upon foreign trade subjects. He has been foreign and export editor of two well-known publications, and his books on selling and advertising abroad are used as textbooks and works of reference by colleges all over the world.

In addition to the activities described, he has held professorships of foreign trade at two universities. He is accepted by banks, business men and others in authority as a leading expert in his field and has been retained in an advisory capacity both by business houses and by foreign governments.

This man is a graduate in both medicine and law; member of the bar of the Supreme Court of the United States.

Any large business interests requiring the services of such a man will look far before they find in another individual such an unusual combination of practical experience and broad education.

*The advertiser will be glad to place anyone interested in communication with the gentleman described.*

Address "T" Box 252, care of Printers' Ink

der so much of the really good Turkish or Macedonian and Greek cigarette tobacco that is now procurable is going entirely to the better varieties of product, and the old five-cent Turkish goods have disappeared.

The War Industries Board compiled in 1917 statistics showing the then relative importance of imported, blended and domestic cigarette production to be in the following percentages:

	Per Cent
Pure Turkish .....	17
Turkish Blends .....	71
Pure Domestic .....	22

In terms of the 1917 output this amounted, in round figures, to:

	Cigarettes
Pure Turkish .....	5,100,000,000
Turkish Blends .....	21,300,000,000
Pure Domestic .....	6,600,000,000

The other phase of the 1917-1923 cigarette transition is concerned with changed and changing tastes, with interminable opportunities for business gain or loss. During the war smoking custom was democratized; both the exigencies of military conditions for the Army and Navy and the general inclination of civilians to take life as it came and not be over-fussy about alleged luxurious or class-conscious distinctions made millions of smokers buy what they could get, one day with another. This happened to be pure domestic or partially domestic goods, in the case of cigarettes. In peace, the outdoor living tendencies of the generation persisted, with the aid and support of the automobile trade, the golf industry and the California climate.

MARKET IS BRISK WHEN COUNTRY IS HAPPY

So the principal cigarette manufacturers—a lion's share of the total output comes from about a dozen manufacturing organizations—saw their chance to create an enormous trade, springing from the improved physical well-being, economic betterment and greater outdoor activity of the people. An indolent, impoverished or ailing people does not make for a brisk tobacco trade.

# Who's Who in Washington

## —and why

**D**URING 1923, among Washington's five good daily newspapers, the Washington Times again registered one of the biggest display advertising *gains* in its history, with an increase of

**1,367,279 lines**

—the *gain* in NATIONAL ADVERTISING alone amounting to

**307,218 lines**

—an increase far in excess of the combined gain of all other Washington newspapers—the Times carrying 31.6% of all national advertising placed in Washington's four principal dailies.

Concrete evidence of appreciation from the men who are paying the advertising bills, both local and national advertisers who recognize that the Washington of *today* is a cosmopolitan city of half a million people—a typically metropolitan audience that demands a young, progressive newspaper which functions—not only as a newspaper—but as a great public service.

Thus the "Times" plays its important part in the Nation's Capital. It costs more—and is worth more—to *buying* Washington.

That it *produces* more is best demonstrated by the actual performance of advertisers who, during 1923 displayed a great and growing preference for the "Times" as an advertising investment—a dollar and cents preference not due to philanthropic reasons.

For in Washington—as elsewhere—*there is no substitute for results.*

## Washington Times

Represented in New York, Boston, Chicago, St. Louis, Detroit and Los Angeles by the G. LOGAN PAYNE COMPANY and  
PAYNE, BURNS & SMITH.

## Another Big Evening Newspaper For New York

The consolidation of The Evening Telegram and The Evening Mail into one newspaper puts New York Evening journalism in a much better, a much sounder and safer condition than it has been in, in half a century.

There is no greater menace to a community than newspapers that are struggling to keep alive in an overcrowded newspaper field and without strong financial stamina.

The New York Evening newspaper field is now in good shape through the elimination of an oversupply of Evening newspapers. Three Evening newspapers have been eliminated as individual entities from New York journalism by myself alone. Nobody else has had a hand in this clean up. They have been eliminated at an aggregate cost of more than six millions of dollars—not corporation money, just my own money.

The old Daily News, The Globe and The Evening Mail constitute the list. The Daily News alone passed on to its reward. The Globe lives in combination with The Sun, and The Mail now lives in combination with The New York Telegram. In its combination with The Sun, The Globe is doing fine work in this community and is content and happy.

The Evening Mail in combination with The New York Telegram will become equally worthwhile, equally useful, and it too will find contentment and happiness. A newspaper does not stand the cold worth a cent. It must be comfortably housed, warmly clothed and generously nourished. An underfed newspaper out in the cold is a sad spectacle.

Fortunately for New York there is and will be no lack of nourishment for the remaining five Evening newspapers—The Evening World, The Evening Journal, New York Evening Post, The Sun, with which The Globe is intertwined, and The New York Telegram, with which The Evening Mail is now intertwined. The owners of the three first-named papers are all rich men—very rich—and the owner of the last two is still able to take over another newspaper or two if pressed to do so.

## The New York Telegram and EVENING MAIL

*On all newsstands with the usual editions  
of evening newspapers. Price 3 cents.*

FRANK MUNSEY

however paradoxical this may seem to health cranks and anti-tobacco fanatics. The healthier and wealthier we all are, the bigger tobacco consumption is. The popular-priced brands such as Lucky Strike, Camel, Chesterfield, Piedmont, Fatima, Sweet Caporal, Omar, Clown, Home Run, Richmond Straights etc., were made the basis of the most formidable advertising and selling drive in the history of the business. And when "navigation opened" again with our Balkan brethren imported tobacco became procurable in quantity and the country recovered from the deflating wallop of 1920-1921, big new campaigns were put behind the higher-priced brands like Pall Mall, Rameses, Melachrino, Phillip Morris, Murad, Helmar, Egyptian Deities, Schinasi's Natural, Blue Boar, Condax, Benson & Hedges, and Nestor Gianacis. These varieties have all staged a tremendous come-back, according to their several capacities and the amount of dynamite that has been put back of them from time to time.

The last five years have confirmed the belief of cigarette men in several advertising and merchandising theories of whose soundness they had an inkling but no previous demonstration on so sublime a scale.

Firstly, in popular-priced cigarette, merchandising, mob psychology is the premise and the law of mathematical average is the conclusion. There is so little "reason why" copy that can be written about a perishable commodity like a cigarette that is bought on impulse. "It's Toasted"—"They Satisfy"—"Omar Aroma—Even the Words Blend"—"The Fellow that Introduced Me to Camels Was Certainly Some Friend of Mine"—"Gee, I'd Walk a Mile for a Camel"—"Ask Dad; He Knows"—these are chapter and verse of the cigarette sales jeremiad. And when they are given circulation into the millions in all the many advertising mediums they sell the goods.

The merchandising that accompanies all cigarette advertising

work is predicated on the oft-criticized but effective plan of "loading 'em up to the gunwales."

About five generations of trade have proved that wholesale and retail tobacco dealers will buy only from hand to mouth and expect impossible feats of delivery and other service unless there are urgent and unmistakable reasons to buy otherwise. Sometimes simon-pure, shouting, knock-down and drag-out salesmanship makes them "come across." Sometimes price reductions and factory drop shipments are used. Sometimes advertising plans are disclosed in advance. Sometimes a factory will let the rumor go round that a new policy of selling the retailer direct is under consideration unless the jobbers show action and plenty of it. Five generations of headache and heartache have shown that nothing on earth will make a big jobber or dealer sell goods like the knowledge that he has money tied up in 1,000,000 cigarettes and 1,000,000 more on order.

The makers of more expensive cigarettes are finding their true market. It is a stabler, healthier and faster-growing demand than it was in the pre-war days. Then it comprised in large part the patronage of smokers who were aimlessly switching, either for reasons of taste or changing financial circumstance, in a search for something new. In that time, if you were a certain kind of man, you were expected to smoke a brand perhaps "above" but never "beneath" you. Selling advertising space in so meticulous an era, the present writer used to carry as many different kinds of cigars and cigarettes as a tobacco store, to prevent anyone's eyebrows from going up.

#### A BETTER BASIS

The patronage the better grades of cigarettes are winning now is the patronage of deliberate choice. It is harder to win and harder to lose. "The finest compliment you can pay your friends for the holidays is to give them Melachrino Cigarettes in the new flat,

lacquered pocket-tins of fifty or one hundred. Melachrino owes its unique and distinctive preference, the world over, to the fact that it is composed of only the choicest Turkish leaves—impossible to imitate or equal." By such appeal the more expensive sorts of cigarettes are winning out.

The "One Man Tells Another" campaign of "Blue Boar" is another example of sales talk designed to arrest the attention of the reader who may be shocked into or confirmed in the belief that he owes himself a better smoke. "Here's the way I put it to my missionary men and salesmen," said a nationally known sales executive. "Smoking is the one pleasure that is with a man continually, in happiness and gloom, in prosperity and depression, all of his waking hours every day. Why shouldn't he give some thought to making the most of it? If he goes to the theatre, he doesn't turn into the first one he finds; he buys a paper

and carefully studies the advertisements, figuring what he wants to see and doesn't want to see. If he essays to shoot some golf, he tries to pick out a nice day and a congenial party and a sporty course. Why doesn't the same man try reasonably to select a better cigarette than the ordinary, one that matches his smoke taste and is good company, all round the clock? He will, if we have anything to do with it!"

Another cigarette sales manager, probably the ablest in the past twenty years of the industry, told how he once built the business in his brand to over 1,000,000 a month in a single popular resort of the metropolis. "The proprietor of this place," he tells, "was becoming disgusted with the trouble and scant profit involved in stocking forty brands of cigarettes. He asked me what to do, both to help him and help myself. I thought for days, till finally the solution popped into my head when I had about given up the puzzle.

## *Announcing the Publication of*

# **Miami Beach Daily Tribune**

**A METROPOLITAN DAILY IN EVERY RESPECT**

Publication to begin  
about February 5th

*Watch for further details.*

**MIAMI BEACH PUBLISHING CO., Inc.**  
**Miami, Florida**

*Will you please  
make notation of  
our new address  
and 'phone number*

**ALFRED AUSTIN  
ADVERTISING AGENCY**

116 WEST 32 ST.  
NEW YORK CITY



TELEPHONE  
LONGACRE 2327

## If You Have the "Stuff on the Ball" You Can Write Your Own Ticket

We have a wonderfully fine opportunity waiting for the man with unusual ideas and ability who can come in here as **Publicity Director and Sales Promotion Manager**.

To the exceptional man we will pay his own price—to the average man we won't pay 15c a week.

This 82-year-old department store, catering to high-grade, smart trade, is one of the very largest establishments south of Washington. It is growing rapidly and expanding in many directions.

Experience in department-store work is not necessary, but desirable. The big requirements are selling ideas, instinctive knowledge of sound advertising policies, and merchandising sense. He will not be required to write copy.

If interested, write fully. State past experience and present salary—and aspirations.

**THALHIMER BROTHERS**  
RICHMOND, VIRGINIA

## Publication For Sale

An amalgamation of publishing interests has made it necessary to dispose of a publication covering the hotel field.

It is recognized as being the foremost hotel reference book and has high standing with the leading men in this and allied industries.

The assets include contracts, live standing matter, valuable lists, records and a great quantity of statistical information which cost much to gather.

The price is reasonable, and satisfactory terms can be arranged with responsible parties. Information in detail will be furnished on request.

Address "D," Box 256, Printers' Ink.



"This resort was a cabaret and dance place on the order of the Folies Bergere in Paris. People did not go there to buy cigarettes, or even food or in the old days, liquor. They went to have a good time, to see, and to be seen. 'Listen,' I said to the proprietor, 'here's your answer! Price all your cigarettes at twenty-five cents a box. Mark up even the cheapest brands to a quarter, but if your conscience hurts you handle only the double packs of five-cent goods, so that you will be giving a ten-cent item at your quarter figure. If any guests kick, tell them you handle cigarettes only as an accommodation and have a very high overhead expense. They know they can buy food and drink cheaper elsewhere, too.' Well, he took my advice."

"Didn't the house plug the cheapest goods on which they would make the longest profit?" I asked this apparently unsophisticated director of Turkish cigarette sales.

"They couldn't," he responded drily, "because my brand was advertised and accepted as a fashionable favorite. It didn't take people long to discover that any and all brands were twenty-five cents. So they said to themselves, 'Well then, we might as well have So-and-so's, and my brand sold there at the rate of 1,000,000 a month for many a year.'"

#### FIGHTING THE MASS APPEAL

The makers of high-priced cigarettes are displaying a canny sense of monetary values in their present publicity. They probably comprehend that no matter how much a brand pleases a smoker and however well he can afford to buy it, there is always the mass appeal and universal distribution (1,200,000 places in the United States where tobacco products are sold) of domestic goods to lure him out of the League of Nations. As a little confidential note between two or more bonded bloatholders, Pall Mall introduces this wary reassurance in its copy "Fifty-three Inches of Turkish

## PICAS AGATE LINES INCHES

**Right  
On Your  
Pencil!**



**WHERE'S** that ruler? Where's that line scale? Where's that pica measure? No more hunting around in the top drawer for three different instruments. These measures are now in your vest pocket on the four sides of a new square pencil that says how big it is, how wide it is, what's its lineage. Pretty good asset for any advertising man to have in his vest pocket whenever the chief asks a question. Pretty good sign that he's on the job with the tools of his trade in the most compact possible form, so he can talk facts instead guess work. Send for your supply today.

Makes a dandy novelty for premiums. Three sides carry the measures and the fourth side carries your advertisement. Send for special quantity prices.

**10c each  
\$1.00 per doz.**

*Sent on receipt of price*

**Agents Wanted**

**MEASURING PENCIL  
COMPANY**

312 East 23rd St., New York City



## We need business

This is a modern printing plant well equipped and capable of taking care of one or two large accounts.

Get in touch with us and

## Save Ten Per Cent.

over our ordinarily low prices.

A request for particulars incurs no obligations.

Address "W," Box 253, care of "Printers' Ink"

## Recommending Himself

A man, mature in experience and in knowledge of advertising, seeks an opportunity worthily to represent a worthy agency or publisher as contact man or representative.

He has had experience in all branches of agency and field work and is familiar with American publications, their methods of obtaining circulation, the districts they cover and the classes they reach.

He prefers to work in the Middle West; but that is merely a preference, not a condition.

The basis of remuneration is not material, so long as there is an opportunity to earn an income which will make him an object of interest to the Income Tax Department of the Federal Government.

The position desired is one in which personality, sincerity and the ability to win and retain the confidence of clients will be more effective than the high pressure, shoot-dodge-and-run methods of alleged salesmanship.

A personal interview could be arranged at any place within a night's run of Detroit.

Address "Woodward," Box 115, Printers' Ink.

cigarette satisfaction—the new size Pall Malls—twenty for thirty cents . . . try them tonight for your luxury hour, soon you will smoke them exclusively." And listen to "Helmar"; "While Helmars Cost a Few Cents More Than Ordinary Cigarettes, They Cost Less Than Any Other *All Turkish* Cigarettes."

Five years of rampant progress have taught the popular-priced cigarette folks to say, in effect, "Hurry, hurry, hurry! Sixty-eight per clock tick! Even the words blend! You're some friend—walk a mile—they're toasted!—You gotta see momma every night—here you are!"

The more expensive grades take just the opposite tack, something like this:

"In many places you don't need to ask for them by name, just call for the *best* cigarette!—One man tells another—Wait a moment, now, my dear sir, and let's see what the facts are in this matter of cigarette choice. As a man of position, and means, you are entitled during your leisure hours to as discriminating a selection of cigarettes as of shirtings. A prize-fighter doesn't break training on terrapin and old wine—no, *that's* more to your sort."

In spite of all this, there is a suspicion in the highest cigarette circles that only the surface of the trade has been scratched. We, a nation of 120,000,000, used but 60,000,000,000 cigarettes last year. The United Kingdom, with 58,000,000 population, has *one brand alone* that sells more than our total annual production.

The first 60,000,000,000 is the hardest!

## Meccano Account for M. P. Gould Agency

The Meccano Company, Inc., Elizabeth, N. J., maker of Meccano construction toys, has placed its advertising account with the M. P. Gould Company, New York advertising agency.

## J. A. Thayer Joins "Success"

John A. Thayer has joined the advertising staff of *Success*, New York. Mr. Thayer was recently with the sales department of the Tide Water Oil Company, also of that city.

## John H. Perry Buys Pensacola Sunday News

The Pensacola Journal has taken over all the paid circulation of the Pensacola Sunday News which now makes it possible for an advertiser to cover ALL of the territory in West Florida at *one cost*.

Until further notice the advertising rate of the combined papers will remain the same as the rate of the Journal ALONE was previous to taking over the Sunday News.

---

***Cover ALL West Florida  
Thru the Pensacola Sunday Journal***

---

**A John H. Perry Newspaper  
Pensacola, Florida**

CONE, HUNTON & WOODMAN, Foreign Representative  
New York, Chicago, Detroit, St. Louis, Kansas City, Atlanta, San Francisco

## DIVISION SALES MANAGER

A rapidly growing concern doing a several-million-dollar business annually has opening for Division Sales Manager. Position presents real opportunity for man capable of hiring and training men and handling present sales force of about 50 men.

Prefer young man with ideas and initiative who is not afraid to go up against a hard problem. Familiarity with baking trade desirable or experience in selling to grocery trade.

Replies must state fully details of past experience, age, religion, salary expected.

Address "A," Box 254, care of Printers' Ink.

## Two Real Advertising Jobs:

With a Well-known  
National Advertiser in  
Southern Illinois.

1. Young man who knows news and human-interest features, to plan, write and produce our house organ. Members of a live, hustling organization, national in scope, will be his audience—in a field where competition is vivid.

2. Young man to merchandise sound and extensive advertising campaign to dealers, jobbers and salesmen. Must know advertising from the inside, and he'll have letters to write that require him to be a salesman at heart.

Chances to grow in both jobs. Write in detail as to salary, present location, etc. Interviews at Chicago, or at our plant, according to location of applicant.

Address "W. T.," Box 113, care of Printers' Ink, Illinois Merchants Bank Bldg., Chicago, Ill.

## City to Use Advertising to Change Traffic

In a police campaign in Philadelphia to relieve traffic congestion in the central section, it is proposed to make use of advertising. This was announced by Lieutenant George W. Fritz, director of the traffic division. The plans call for an advertising campaign on the same lines as those any business man would use to increase sales.

"A conference of advertising men will be called and particularly will the services of the Poor Richard Club be asked," said Lieutenant Fritz. "First of all we want a slogan. Then we want new phrases in place of the familiar, 'No parking,' 'Blow your horn,' 'No left turns,' etc. These have lost their sales value—if they ever had any. Traffic in central Philadelphia is like the neck of a bottle, with City Hall the neck. We are going to divert traffic before it gets into the neck. All the changes, as to what streets to use, going north, south, east or west, and every new regulation will be well advertised and in a way that the motorist will understand and remember. In selecting the new signs we are going to try to find phrases that will not antagonize the motorist. We want to suggest things to him that will meet with his approval, that will help him, that he will know will help him, that will make him smile."

## Coca-Cola Gross Receipts Increase

The Coca-Cola Company, Atlanta, Ga., reports gross receipts of \$19,762,518, for the nine months ending October 1, 1923. This compares with \$16,861,866, over the same period in 1922. Net income for this period, after operating costs and interest, but before taxes, amounted to \$4,635,604.

## Seven Women's Magazines Carry Gossard Campaign

Seven national women's magazines will be used in 1924 by The H. W. Gossard Company, Chicago, to advertise Gossard corsets. The company mails a small broadside to dealers in time to tie up with each advertisement as it appears.

## Nash Motors Shows Gain in Net Income

The Nash Motors Company, for the year ended November 30, 1923, reports net income of \$9,280,032, after all expenses and taxes. This compares with \$7,613,246, earned in 1922.

## M. S. Sweet Joins Dade B. Epstein

Melville S. Sweet, formerly the head of Sweet & Phelps, Inc., Chicago advertising agency, has joined the business promotion department of Dade B. Epstein, Chicago advertising counsel.

*The*  
H. E. Lesan Advertising Agency  
of New York and Chicago  
announce the affiliation, as  
executives located in their  
Chicago office, of

E. A. Stavrum & W. D. Shafer  
formerly executive officers of  
Stavrum & Shafer, Inc.  
This arrangement has been  
effected to afford better service  
to their respective clients • •



H. E. LESAN  
President

The Lesan-O-Gram  
emanating from the  
New York office and  
The Viking Ship  
sailing periodically  
from the Chicago  
office will be sent  
upon request to  
anyone interested



P. V. D. LOCKWOOD  
Mgr. Chicago office

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line. Minimum order \$2.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
ALBERT E. HAASE, News Editor

## EDITORIAL STAFF

C. B. Larrabee Bernard A. Grimes  
E. B. Weiss August Belden

Ralph Rockafellow

Chicago: G. A. Nichols

D. M. Hubbard

London: Thomas Russell

NEW YORK, JANUARY 31, 1924

**Common Sense, Mr. Congressman!** It looks, as this is being written, that Secretary Mellon's splendid tax plan may be held up in a political deadlock.

Where a measure, such as this, is obviously of benefit to all of the people, wouldn't you think that Congress would unhesitatingly pass it? Aren't Congressmen supposed to serve the best interests of their constituents? Who else is there for them to serve? Do we send them to Washington to gratify their own whims and ambitions?

There being only one answer to these questions, again we ask: In the name of common sense why will our selected Governmental representatives not give the people much needed tax relief when the Secretary of the Treasury assures them that such relief can

easily be given? We suppose the answer is politics. Congressmen, who are against the Mellon plan, are opposing it because they did not happen to propose it themselves. If they openly favored it, they feel that they would be giving consolation to a rival political camp or group or party. Also, they imagine that by boisterously declaiming that the Mellon plan will benefit only the rich, they are building political capital for themselves with the folks back home. It cannot be possible that any Congressman honestly believes that the Mellon plan would prove beneficial only to the wealthy.

If there is such a Representative in Washington, he is ignorant of an elemental economic principle. By that very fact, he is unfitted to represent his constituents.

There is an old economic paradox which runs something like this: "The people who pay our taxes are those who are not taxed." Like most bright sayings this statement is not altogether true, but it is partially true. It is true, however, that there is a tendency to shift taxes on to the final consumer. Taxes must be figured in the cost of a commodity, of a product or a service, and so figured they are passed on to the buyer of the goods or the services. Thus the final buyer pays the tax. If for some reason the seller cannot pass on the additional cost, his own profits are cut down. Thus the amount he can spend or invest or put into improvements or new enterprises is decreased. Again the people who would benefit from his spendings or investments are affected and are out the amount of his tax.

This is all so elemental that it seems ridiculous to have to repeat it. Secretary Mellon has explained this over and over again. A thousand economists, editorial writers and speakers are explaining it every day. We think the average man understands it. We know that the average voter knows that his tax burden is entirely too heavy. He not only knows it, but he is sore about it.

### **Why Vegetables Need Advertising**

It has been frequently proposed that fresh vegetables be advertised. It looks as though the Vegetable Growers' Association of America will get an advertising campaign of this sort under way this year.

Do fresh vegetables need advertising? They are a natural food and you would think that people would eat plenty of them without any urging. The fact is, however, that vegetables are sadly neglected.

If people always ate at home, perhaps vegetables would occupy their rightful place in the average person's menu. But people do not always dine at home. Eating in public places is on the increase every year. Millions of business workers partake of at least one meal a day in a public eating place.

It is a matter of everyday observation that those who dine out do not eat vegetables to any extent. Why? There are two reasons. In the first place the average hotel, cafe, restaurant or tea room does not know how to cook vegetables, with the possible exception of potatoes. If you wish to experiment try ordering spinach for the next two months and see what you get. Most places will give you something that is filled with sand or that tastes like steamed hay.

That is one reason why most folks are "off" vegetables. The second reason is that hotels, particularly, charge too much for vegetables. The average diner will not order cauliflower, for instance, at sixty or seventy cents, be it ever so good. Hotelmen will retort that they lose money even at their present prices. And we know they do. But if they would reduce their prices about half, they would begin to make money. If they cannot understand this merchandising paradox, Louis K. Liggett or Jesse Straus, or H. T. Parson or any other expert on turnover will explain it.

A good entree can be obtained in most hotels almost as cheaply as a dish of vegetables. That is

why nearly everyone orders an entree and if they have more space to fill in they may order a salad, a piece of pastry and tea or coffee. As a rule most public eating places serve soups, meat dishes, salad and desserts in tasteful style. Therefore, can you blame folks for passing up the unsavory, high-priced vegetable?

In view of this situation we would recommend that the Vegetable Growers' Association of America devote some of its advertising to telling those responsible for the preparation of food how to cook and to serve vegetables. Housewives as well as the hostelry's chef will benefit from this advice. It is the experience of other food advertisers that such information is a vital part of an advertising campaign. Some of them have even sent master bakers around to hotels, restaurants and bakeries to show them how to use the advertised product properly in their dishes.

### **When Cheese Pinch-hits for Beer**

If nothing else favorable can be said about beer, this much cannot be taken away from it: Few products, in the pre-Volstead period, were merchandised as effectively as beer.

When the breweries found it necessary, therefore, to call on pinch-hitters that would enable them to carry on successfully, the more enterprising type did not allow the lessons they had learned in marketing to rust from disuse any more than the machinery. The executives of these plants realized that, as W. O. Moller, general sales manager of the Pabst Corporation explained: "Merchandise is merchandise and selling is selling, no matter what may be the direction in which your effort tends. We find that the same machinery that used to sell beer is selling cheese. The adaptation is slightly different, the field is not the same, but basically our present selling shows no variation from the principles on which we achieved our initial success."

In these few words, Mr. Moller summarizes what PRINTERS' INK has been preaching for thirty-six years. Underlying business, there are certain fundamental principles which are not limited by industrial boundaries in their application. J. N. Riddle, vice-president of the Edward N. Riddle Company, believes there are eight basic factors underlying every success. He formulated this platform, after reading PRINTERS' INK consistently.

Still another page of evidence in this record of what one industry can learn from another is that having to do with the Fishermen's Union of the North Atlantic. Over six thousand fishermen are pushing plans to increase the consumption of fish in this country. They turned to the raisin growers for guidance.

Here is what Henry Wise, counsel for the fishermen's union has to say in this connection: "The experience of the Sun-Maid raisin growers has been suggestive to us. In fact, a film showing the activities of that association of producers was shown at one of the recent meetings. Ours is a similar problem to that faced by the raisin industry some years ago, as fish is tremendously under-consumed."

Back in 1888, when PRINTERS' INK began relating the selling methods and experiences of successful advertisers, this principle had not gained broad recognition. Only a Pollyanna could say that everyone now subscribes to the creed of going far afield for ideas. There are any number of concerns unable to see beyond their industrial noses. But when cheese is allowed to profit by the experience of beer, when fishermen cross a continent and study the methods of raisin growers, when a hat company bases an entirely new manufacturing and selling policy on a strawberry grower's idea, and when a lighting fixture concern studies the practices of every conceivable type of business, there is a feeling that some progress has been made.

### ***Selling Salesmen on Taking the Blame***

It is easy for a salesman to pass the buck to his chief or the house when something happens which displeases his customer. When something is asked that is against house policy the weak salesman paints a picture of his hard-hearted boss, or says that he has often told his sales manager that his policies were away behind the times, or otherwise undesirable. It is an easy thing to do, but it is a silly trick and poor sales psychology.

The real salesman knows that the house policy and his own welfare are bound together. Without a real house policy founded upon past experience his own efforts would be about as effective as one-half of a clothes-pin. He therefore carries the full burden of house policy on his own shoulders, and takes any blame himself, and he finds it is good sales strategy. An irate customer may be cussing at a real or fancied grievance he has against a distant corporation, but when a pleasant young man who calls on him regularly sits next to him at his desk and insists that whatever blame there is should fall on him alone, his ardor is liable to cool. Most people, even irate customers, are "regular" at heart and they can't stay mad long when the salesman takes the blame himself.

A salesman who is strong enough and clever enough to take the blame builds good-will for his firm instead of ill-will. He is building on the most solid sort of foundation, instead of cutting his own branch out from underneath himself, like the foolish farmer in the fable. It is the sales manager's job to show his men that it is good business policy and good common sense to take the blame themselves instead of passing the buck to the big chief.

A. G. Hoeffel, formerly with Lord & Thomas, has joined the production department of Carroll Dean Murphy, Inc., Chicago advertising agency.



## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

### CLIENTS

Liggett & Myers Tobacco Co.  
(*Fatima, Chesterfield and  
Piedmont Cigarettes*)

Johns-Manville Incorporated  
Western Electric Co.  
American Chicle Company

"NOT HOW MUCH, BUT HOW WELL"



**Atlas Tack Corporation individuals  
who read PRINTERS' INK and  
PRINTERS' INK MONTHLY**

NAME	TITLE	WEEKLY	MONTHLY
William F. Donovan	<i>President</i>	Yes	Yes
W. E. Maxson	<i>Vice-President</i>	No	"
E. A. Janowsky	<i>Secy. to President</i>	Yes	"
E. M. Burgess	<i>Sales Manager</i>	"	"
A. C. Paine	<i>Asst. Sales Manager</i>	"	"
M. M. Sawyer	<i>Salesman</i>	"	"
A. R. Zachert	<i>Works Manager</i>	"	"
J. Gerrard	<i>Accountant</i>	"	"

*Information furnished by the Atlas Tack Corporation*

## Letters from readers of Printers' Ink and Printers' Ink Monthly

### The Upson Company

I read your **PRINTERS' INK MONTHLY**! It is a splendid periodical containing many instructive articles which are of value to us. I am especially interested in all illustrations which exhibit specimens of better printing, all of which help us to keep in touch with what is going on in the way of advertising and sales.

We attach a slip to our **PRINTERS' INK MONTHLY** asking all in our sales, advertising and correspondence departments to peruse it, and we believe they will gain much through reading it.

We trust you will continue to have as great success with your magazine in the future as you have had in the past.

CHARLES A. UPSON,  
*President.*

### American Zinc Sales Co.

Our subscription to **PRINTERS' INK** is carried in the name of the company, while our subscription to **PRINTERS' INK MONTHLY** is carried in the writer's name. It is needless to say that we, like thousands of other firms, find **PRINTERS' INK** an ever-flowing fountain of information on advertising and sales subjects.

RICHARD L. KALE,  
*Advertising Manager.*

### Horton Mfg. Company

I am enjoying the benefit of **PRINTERS' INK** because we are receiving the publication here, and I see every issue regularly.

I can assure you that the information and the inspiration of articles in your publication have been a source of great benefit to me.

A. M. DODD,  
*Sales Manager.*

### Phillips-Jones Corp.

I couldn't do without **PRINTERS' INK MONTHLY**.

JOSEPH EWING,  
*General Sales Manager.*

### U. S. Ball Bearing Mfg. Co.

I find both **PRINTERS' INK** and **PRINTERS' INK MONTHLY** very interesting and often refer back to them. The only way I can keep my file complete is to be selfish and not pass them on.

CORA C. SMITH,  
*Manager Advertising and Sales Promotion.*

### Murphy Chair Company

Many helpful ideas are adopted from **PRINTERS' INK MONTHLY** and reworked to apply to our particular operations. Your publication is a beautiful piece of work and enjoyed by our staff.

GLEESON MURPHY,  
*Vice-President and General Manager.*

### Davenport Hosiery Mills

I enjoy very much reading **PRINTERS' INK**, both **MONTHLY** and **WEEKLY**. Every issue contains some article which is interesting to me.

I think the best thing about **PRINTERS' INK** is that most articles are based on the actual experience of sales organizations.

T. W. FRED,  
*President.*

### Shuman-Haws Adv. Co.

I wish to congratulate you on the wonderful editorial matter you are presenting in **PRINTERS' INK MONTHLY**. It certainly is very wonderful and profitable from the readers' point of view.

R. CALVERT HAWS,  
*Vice-Pres. and General Manager.*

# The Little Schoolmaster's Classroom

**B**ENJAMIN JEFFERSON of Lyon & Healy, author of the Milline and Actline system, and long a valued contributor to *PRINTERS' INK*, recently took a trip to Europe. The Schoolmaster takes pleasure in passing on to the Class some of his comments upon advertising in France, and how the man who made the Milline famous bought drawings in Paris and how he appraises French advertising.

"A royal welcome awaits advertising men who go abroad this season. Our European brothers look forward to our coming with the greatest enthusiasm. One gentleman begged me to bring my entire family and offered me the use of his own house if I would do so. Every conversation revealed a fundamental respect and admiration for American advertising men. In every interview, and I had many of them, it was brought out that the pioneer work in advertising done on this side of the Atlantic was appraised at its full value. The younger men who recently had been our guests were especially eloquent in their résumé of the newer American practices.

\* \* \*

"As the time to be spent in Paris will be brief I venture to suggest a plan which took me some time to work out, but which anyone can put into operation without delay. This is to select one of the owner-chauffeurs of the trim little Citroen touring cars that stand on the Boulevards and hire him and his car by the day. He will come to the hotel each morning and keep steadily on the job 'til midnight at a cost but little more than hiring a fresh cab for each errand, and a 'charabanc' for sightseeing trips.

"If British newspapers in their make-up awaken memories of American newspapers thirty years ago the French newspapers recall at once the gazettes of a much earlier day. With their wide

columns and large type the dailies strike the American eye as a weekly review coming out seven times more frequently than in the United States. The advertising is a small factor compared with its part in American journals if we except the reading notices and puffs of various kinds. Such display as they have runs to heavy borders and odd arrangements of type. The effort to catch the eye by a bizarre arrangement of logotypes is very apparent. Admiration is reserved for bold publicity strokes that we would consider press agent stuff, rather than good advertising.

\* \* \*

"It is in outdoor advertising that the French excel. Their artists think in the terms of color and represent strikingly the spirit of the nation. The eight-sheet affords them space for wonderful dashing bulletins that attract the attention of every passer-by. There is a curious complexity in the matter however, for the drawing and coloring are distinguished by delicacy, but the idea back of the poster, to the American mind at least, seems exceedingly heavy. Take a poster advertising cigarettes. Here we have a large head of a man with a mouth full of cigarettes, each cigarette sticking out of his mouth at a different angle. I could not see anything funny in it and to me it was the very reverse of an effective advertising message. Placed beside this poster, in all parts of Paris, was another creation typically Gallic.

\* \* \*

"It portrayed a huge female face with lips parted showing glowing white teeth, but these teeth were treated by the artist so that they conveyed the impression that they were white hot. They glowed like fire. The lady might as well have had a piece of heated poker in her mouth, yet I was told the dentifrice advertised by this poster was leading all others in point of

**EDUCATIONAL ADVERTISING Co., INC.**

*of NEW YORK and CHICAGO*

ANNOUNCE THAT

**MR. REYNOLDS H. RACKETT**

*former Vice-President of  
Duplex Envelope Company, Richmond, Va.*

IS NOW ASSOCIATED WITH  
THE NEW YORK SALES OFFICE OF  
THIS ORGANIZATION



Advertising "School Books

## Wanted: Mail Order Sales Director For Investment House

A man who can turn magazine and newspaper inquiries into sales is wanted by an investment house which already has several hundred mail-order clients and which is using national advertising to attract more.

Inasmuch as the house, although old in years, has but recently entered upon an extensive advertising program, the opportunity is offered for a very favorable connection and, eventually a very profitable one.

Address "C. H." Box 112  
Care Printers' Ink

## BANKS

A "4A" advertising agency copy writer with eight years' banking experience is available as

### *Advertising and New Business Manager*

for a Bank, Bond House, or kindred institution. Age 35, single, Christian. A capable, responsible, loyal executive whose well rounded experience can add impetus to the growth of your deposits or sales. Agency and bank references A1. Salary \$100 weekly with opportunity to grow. Available any time after two weeks' notice to present employer. The courtesy of an interview will be appreciated.

[If at present not interested, will you do the kindness of passing this on to a responsible officer who might be looking for an advertising man with the above qualifications?]

Address "N," Box 250, care of Printers' Ink.

sales and this was because of the very clever advertising.' American poster advertisers seek to win by cleverness; English poster advertisers employ levity; but the French employ burlesque.

\* \* \*

"I found the French artists whom I visited very willing to accept commissions from American advertisers. It is quite an experience to drive around corners and into narrow streets and finally stop in front of an ancient and mysterious looking archway leading into a court. Then you go through a deserted stone-paved place and entering an ancient door-way you climb a circular staircase. You climb to the top, four or five stories, for the artists prefer the attics. I would stand outside a heavy door which evidently had once led to the bedrooms of a mansion, and hesitate before knocking. Could this possibly be the studio to which I had been directed? But as soon as the door swung open I would find myself in a group of excitable citizens. Owing to my American brand of French, at first I used to think that a riot was in progress. Later, I found it was merely Alphonse telling Gaston that it looked as though it would rain tomorrow. I found preliminary layouts for newspaper drawings could be obtained for 125 francs (about \$7) and upward, and that finished drawings of excellent quality could be obtained for 500 francs (about \$28) and upward. These Parisian artists have a chic touch that is all their own. They can make a garment look more attractive on a homely woman of forty falls than any other painter can on a pretty girl of twenty springs.

\* \* \*

"A visit to *L'Illustration* in Rue Saint Georges is a typically French experience. *L'Illustration* has a 12/16 inch page and its illustrations are printed on fine enameled stock. The usual issue is 20 pages and over, and it sells for three francs. The foreign subscription is 140 francs a year. An issue contains about 100 display advertisements of which perhaps five are full pages and

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## A Real Opportunity for a Real Salesman

A printing organization in New York City that is well financed, well organized and well equipped, has for a number of years been producing the finest character of advertising literature for a selected group of big manufacturers. It has been the policy of this company to limit the accounts handled in order that its facilities might be thoughtfully developed in a sound and careful manner.

Today this organization with well directed copy, art and production departments is providing a practical merchandising and advertising service to its clients in conjunction with the creation of their advertising literature, which merits comparison with the work of the best agencies.

As the further expansion of the business is now possible, there exists an unprecedented

opportunity on our sales staff for a salesman who is thoroughly a big man in every sense of the word. He must of necessity be well grounded in all the practical phases of modern merchandising as they relate to the creation of direct advertising and its application. He must obviously be the type of man who can appreciate and utilize fully the unusual services of this organization in the development of big accounts.

For such a man who is desirous of associating himself permanently with a congenial and fast-growing business, there is an income and future here that will be as big as he is capable of making it.

In writing for an interview, please tell us about yourself fully and frankly. All correspondence will be held in strict confidence.

Address, President, Box 117  
**PRINTERS' INK**

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## LEARN FRENCH AT HOME

—especially if you are going to  
the London Convention

Learn to speak French by hearing it spoken—the natural way to learn a language. Records fit any phonograph. Instruction method indorsed by French Embassy. Advertising men who are going to the London Convention will find a knowledge of French especially valuable.

Write for Sample Record and  
Descriptive Booklet

International Correspondence Schools  
Box 7154-D, Scranton, Penna.

### American Lumberman

Published in CHICAGO

Member  
A. B. C.

**READ** wherever  
Lumber  
is cut or sold.

### National Miller

Established 1895

A Monthly Business and Technical  
Journal covering the Flour, Feed  
and Cereal Mills. The only A. B. C.  
and A. B. P. paper in the field.  
630 W. Jackson Blvd. Chicago



### Howell Cuts

for house organs  
direct mail and  
other advertising

ask for proofs  
Charles E. Howell, Fleck Building, New York

twenty-five quarter pages. In addition there are travel directories of hotels and rest cures. These are 'recommandés.' Liquors, face powder, drugs, gasoline, phonographs, watches are prominent. Only six or seven automobiles are advertised. A Pathe-Baby page of a home movie outfit I thought the best of the pages. Of the autos the Delage page was by far the most striking. Their slogan is: 'Rapide et Silencieuse, elle passe, C'est un Delage.' The illustration is full of spirit. It shows a huge Delage plunging ahead on a country road. The flying dirt speaks graphically of at least fifty miles an hour.

\* \* \*

"Turning to the daily press, let us look over a copy of *Le Matin*. This paper seemed to be a happy medium between the cheapest and the most conservative sheets. It sells for 15 centimes a copy or about one cent, American money. The page is a little larger than the American standard type, and its six-column page is set in a larger face than is usual with us. About three and one-half of the eight pages are devoted to advertising. Medicine advertisements with the crude cuts, and turned rule borders common in this country twenty years ago occupy a conspicuous place. Advertisements distinguished by a desire to use art to build prestige are entirely lacking. The principal automobile advertisement, that of the Berliot, occupies a half page and consists of small white illustrations in a background of solid black. Most of the theatres are content with a single line upon the editorial

### W. I. HUGHES

Circulation & Promotion Service

Circulation Consul

also

Circulation Departments Organized  
and Supervised

Subscription and Newsstand Cam-  
paigns Prepared and Carried Out

1808 Tribune Building  
Beekman 4987



page. It seemed to me fair to accept this representative journal as a mirror of the stage of advertising in Paris today. A newspaper is a particularly trustworthy index—for if it is either behind or in advance of the public, it cannot flourish."

\* \* \*

How many words and phrases which come to be part of the stock in trade of a copy writer mean something entirely different to the people who read his copy? The Schoolmaster hears every once in a while of a phrase, long used in advertising, of which the public has become tired, or which has ceased to have the meaning intended. The latest phrase to come under the ban is that used so long by real estate advertisers, when they tell the prospect that he can pay a small amount down on the home they want to sell him and the remainder "just like rent."

The genial Heywood Broun, writing in the *New York World*, looks on the long-used phrase with new eyes. He says: "We don't quite understand why real estate men are so fond of the phrase 'just like rent.' Do they by any possibility think that it connotes ease and comfort to the average mind? They would much better advertise the payments are as simple and pleasant as pulling teeth."

There is a tendency on the part of copy writers to fall back on set phrases and the jargon of the trade. The danger can be obviated by reading aloud once in a while the broadside which is to be sent to a list of grocers to the man who runs the grocery store around

## Like an Old Friend

Here is an opportunity for a sound, progressive firm to secure a good man.

He is a worker, can sell, manage and organize—understands advertising and can analyze markets.

A well-rounded executive with marked ability in commercial and technical lines with a background of experience that is unusual.

Methods are resourceful and direct.

Personality congenial, yet forceful, can co-operate with established organization or take charge and build up a small concern. Meets highest executives on equal footing.

Has been sales, production, planning manager and seeks permanent location where he can make his own future.

Industrious, ambitious college man, Christian, 31 years of age, and married. Ready for hardest constructive work.

Salary reasonable, but not of primary consideration at outset.

Address B, Box 255, care of  
PRINTERS' INK.



**CANADIAN ADVERTISING**  
**CALL IN**  
**SMITH, DENNE & MOORE**  
LIMITED.  
TORONTO Lumsden Bldg... MONTREAL 275 Craig St W

## Attention of Advertising Manager

## Mortality Among Magazine Advertisers

A Survey of Advertising Mortality  
by

The New York University  
Bureau of Business Research  
**LEWIS H. HANEY, Ph.D., Director**

This study covers the period from 1914 to 1921 and contains reliable statistics on points of interest to advertisers, such as changing from magazine advertising to other media and in what percentage, proportion of discontinued advertising between large and small appropriations, and reasons for discontinuing.

Sent, Postpaid, Upon Receipt of \$1.00

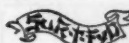
Copies of the previous study by the Bureau, **THE EXCLUSIVE AGENCY**, a study in the marketing of manufactured products, are still available at \$1.00, postpaid.

**NEW YORK UNIVERSITY BOOK STORE**  
100 Washington Square  
New York City

### MAIL-ORDER CORRESPONDENT WANTED

Unusual opportunity for young man with some mail order experience, and especially one thoroughly capable and experienced in the production of effective letters and promotion-by-mail material, by large manufacturer of high-grade confections with office in New York. Write fully, stating age, experience, previous connections, full personal details, salary desired, and enclose samples of work if possible. All replies treated as confidential. Address "R," Box 251, P. I.

### MULTIGRAPH RIBBONS RE-INKED



Our process costs only \$5.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

Send 2 Ribbons to be Re-Inked at our expense

**W. SCOTT INGRAM, Inc.**  
Dept. B, 67 West Broadway, New York City

the corner, or the piece of copy designed to sell silk hosiery, to the person who buys it with part of the copy writer's pay envelope. Words and phrases are the copy writer's tools. They need occasional resharpening, like the carpenter's chisel or saw.

### Richardson & Boynton Account for Colton

The Richardson & Boynton Company, New York, manufacturer of furnaces, boilers, and ranges, has placed its advertising account with Wendell P. Colton, Inc., New York advertising agency.

### WANTED—A YOUNG WOMAN

with unusual qualifications to act as secretary and assistant to busy sales executive.

Must be intelligent, adaptable, dependable, and capable of managing detail. Should be a natural correspondent with an easy, lucid flow of words and a fairly extensive vocabulary.

The applicant chosen must be thoroughly capable of faithfully following an outlined policy in absence of department head and assuming charge if necessary.

Experience in mail-order, newspaper or advertising lines helpful, but not essential.

Interview by appointment only.

Address "C-P-I," Box 116,  
Care of Printers' Ink

### ADVERTISING SALESMAN WHO KNOWS HOW

to develop accounts and sell non-advertisers. Experienced on newspapers, trade publications and direct-mail propositions. Can write pulling copy and make attractive layouts as well as present a sales argument in a convincing way. A capable man; open for a connection with a live organization. Age 43. Address "E," Box 258, Printers' Ink.

### STOCK ELECTROTYPES

Send Fifty Cents in coin or stamps for the 15th edition of the **SPATULA CUT CATALOG** and you will get your money's worth of entertaining pictures even if you never buy an electrototype of any one of the nearly 1500 advertising cuts illustrated. Spatula Publishing Co., Boston 14, Mass.

## "GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

# Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

## BUSINESS OPPORTUNITIES

### Printing Machinery and Supplies

New or Pre-Used

Printers Complete Outfitters

Conner, Fendler & Co., New York City

**PERIODICALS, HOUSE ORGANS, CATALOGS, etc.**—First-class work; All service; prices reasonable. Doing printing of this nature, but can take on more. City advantages, country prices, 67 miles from New York. Stryker Press, Washington, N. J. Phone 100.

**A PUBLICATION PRINTING HOUSE** well equipped, 30 minutes from New York, doing book and catalogue work, can take on a few more periodicals.

**JERSEY PRINTING CO.**

10 W. 23d St., Bayonne, N. J. Phone 1265

#### Wanted

Addressograph, Graphotype and plates, Late Model.

**B. W. MIDDLEBROOKS COMPANY**  
Barnesville, Ga.

## BOOKBINDERS MACHINERY

### Punching Machines—Pre-Used

Thoroughly Rebuilt—Fully Equipped at Exceptional Prices

Southworth Round Hole Foot Power Punch, \$60.00 Cost, new, \$75.00

Falmouth Punching Machine, \$35.00. Cost, new, \$50.00.

Portland Foot Power Punch, \$130.00. Cost, new, \$175.00.

Portland Power Punch, belt driven, \$200.00. Cost, new, \$250.00

Stimpson Power Punch with Motor and Dies, \$250.00. Cost, new, \$800.00.

**CONNER, FENDLER & COMPANY**

96 Beekman Street, New York City

## HELP WANTED

**WANTED**—Editorial man, thoroughly familiar with modern merchandising method and Mid-West electrical field. Unusual opportunity with strong concern for experienced man, personality and publishing ability. Box 820, Printers' Ink.

**WANTED**—Mail Room foreman by well-known newspaper in Middle West. Union office. Good position available to one who can handle men with firmness and diplomacy. State experience and salary expected. Replies will be treated confidentially. Box 796, Printers' Ink.

**Advertising Manager Wanted**—Large New York Manufacturer wants Advertising Man of proven experience. Essential qualifications—ability to write strong newspaper advertising and prepare dealer advertising helps, and proof of having done it. This job needs brilliance and originality. Rapid advancement for the right man. Start at \$50.00 a week. Sell yourself in your letter if you meet these requirements. Box 797, Printers' Ink.

**Man to plan and prepare technical literature and direct-mail campaigns for large manufacturing company.** Splendid opportunity for advancement. Box 788, Printers' Ink.

**Exclusive territory and attractive commission to advertising agencies or established representatives throughout United States.** Money Making Magazine, 117 West 61st Street, New York City.

**WANTED**—Commercial Artist, experienced in black and white pen drawings for general advertising. Send samples, stating salary, age and experience in first correspondence. Tacoma Engraving Company, Tacoma, Wash.

**Advertising Man**—Experienced in direct-by-mail and preparation of booklets, folders, bulletins, etc., of a technical and semi-technical nature, needed as assistant by advertising manager of large Northern Ohio manufacturer. A technical training desirable but not necessarily essential. State age, experience and salary desired. Box 790, P. I.

## EASTERN REPRESENTATIVES WANTED

Live, independent, thoroughly established trade journal, leader in its field, desires to make new arrangements for Eastern representation. Open to propositions from New York, Philadelphia, Pittsburgh and Boston territories. Give references first letter. Address, Box 794, care of Printers' Ink.

## WANTED

General Agency Artist, all round man, must know figures. Real opportunity with "Four-A" Agency in city of 225,000. Salary minimum \$50 weekly to start; more now or at any time in future if worth it. Send samples with first letter, fully outlining qualifications and minimum salary acceptable to start, to Southwestern Advertising Co.,

Dallas, Texas

## Printing Salesman

**THERE** is an opportunity for a first-class Printing Salesman to place himself with a large and well-established New York Printer. Backed by a fine organization and mechanical equipment that includes Rotary and Color Presses, a live-wire salesman who really understands printing should be unusually successful. Drawing account against straight commission. Apply to "B. D.," Box 805, Printers' Ink, stating full qualifications and give telephone number.

### WE CONNECT THE WIRES

**HAVE YOU SOLD** magazine color pages to national advertisers? Do the big space buyers give you the glad hand when you call? Are you free to make new salary contract in the five-figures class? If yes, tell us your story fully. We may be of great service to you. We have the Opportunity.

**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L B'LOG., SPRINGFIELD, MASS.

We have several territories open for salesmen of ability. Men who would be able to earn over \$5000.00 are the men we are after. We have an excellent line of goods to offer. Commission basis only. Federal Hat Co., 15th and Federal Sts., Philadelphia, Pa.

**Sales Promotion Man**, about 30, writer of good letters and experience direct mail. Accustomed to handling detail installing system and maintaining records. Wanted as assistant to sales manager in leading organization in industry selling semi-technical products. Give education and complete business history. Box 817, P. I.

**SALES PROMOTION OPPORTUNITY** for young man in New York with manufacturer selling to department and dry goods stores. Man we are seeking must be able to plan and execute mail promotion to 8,000 accounts, supervise handling of details of orders, executive charge of our products. Department store advertising would be helpful. Write fully, giving age, experience and salary desired. Box 813, Printers' Ink.

### Opening for Practical Sales Planner

In the development of our business, we have openings for one or more men of proven ability in the selling of merchandise, who can think clear around a selling problem and who arrive promptly at ways and means of solving it. Actual sales direction experience is important, but not essential. Sound judgment, based upon the ability to observe and analyze, backed by practical knowledge of trade distribution and how to build up a constructive sales canvass, is very essential.

There are openings both for young men and for seasoned veterans whose ambitions are still unrealized.

Advertising men with theoretical selling knowledge need not apply.

**MARQUIS REGAN, INCORPORATED**  
Marketing Counselors  
21 E. 40th Street, New York

### DISPLAY SALESMAN WANTED

If you can handle general retail accounts, on an advertising service basis which will actually help merchants sell their goods, a good position is open for you in a Central West city of about 300,000.

This presents a splendid opportunity for a young man, now employed in a smaller city, to get into a bigger field with greater possibilities.

When applying state age, nationality and cover experience thoroughly. Send samples of advertisements prepared together with your photograph.

Address Box 801, care Printers' Ink, Chicago Office.

### Classified Advertising Manager

A morning newspaper, located in a Central West city of about 300,000, has a splendid opportunity for a young man who knows classified advertising from the morning newspaper standpoint. An Assistant Classified Manager on a morning newspaper will find this an opportunity to get into a bigger position which presents a chance for advancement.

The salary to start will be modest, but advancement will certainly come to the man who can make good.

When applying give nationality, age, write fully covering experience and send your photograph.

Address Box 802, care Printers' Ink, Chicago Office.

### POSITIONS WANTED

**Assistant to Advertising or Production Mgr.**—Absorb detail work, makeup, layouts, etc. Experienced stenographer, moderate salary. Address, Box 793, Printers' Ink.

**Artist of standing**, 20 years' experience, rough layouts, or finished paintings, figures, still life, fast letterer. Wishes agency position, whole or part time. Salary reasonable. Box 814, Printers' Ink.

### ROOM WANTED FOR PLAY OF BRAIN AND PEN

Trade journal editor, 8 years in touch with country's chief industries, seeks change—anything. Box 815, Printers' Ink.

**Have six years' experience placing foreign advertising.** Thoroughly familiar with publications throughout the Orient, China, Japan, Philippines, Dutch East Indies, etc. Capable of taking full charge of export advertising department. Available March 1. Box 818, Printers' Ink.

**SALESMAN AND SALES EXECUTIVE** with ten years' experience in specialties, real estate, securities and automobiles, desires to make a permanent connection with a reliable, established company, where ability and results will be appreciated and rewarded commensurately. Territory in West or South preferred. Box 810, P. I.

### Production Man

Am in charge of advertising production for insurance company, but wish connection with agency in same capacity. Experience long and of wide scope. R. S. Bailey, 118 East 25th Street, New York. Phone: Madison Square 6520.

**Booklets, letters and unusual publicity copy** written in the vein that attracts and grips interest. Woman free-lance writer of wide experience. Box 798, Printers' Ink.

**SALESMAN** with successful selling experience wishes to represent a reliable manufacturer in Philadelphia territory. Commission basis. Aggressive representation given. Address Box 809, P. I.

**Advertising Assistant and Copy Writer** N. Y. U. student, 25, experienced in agency production seeks situation in New York leading to an advertising future. Moderate salary. Box 806, P. I.

## COPY

New York free lance, formerly big agencies' copy chief. Box 799, care of Printers' Ink.

**Superintendent**—Position wanted March 1st as superintendent, mechanical department afternoon daily. Proven ability as an executive and producer. Knowledge of all departments. Practical printer. At present employed. Box 789, P. I.

**Assistant to advertising manager or agency connection.** Young man, 25, thoroughly experienced in publication production, copy writing, editorial work, printing and engraving. Some selling. Permanent connection with future essential. Box 791, Printers' Ink.

**YOUNG MAN**, 25, who means to make his success in the advertising field, seeks a position where he can develop as copy writer. Banking and selling experience; high school education; I.C.S. Advertising student. Original, alert and aggressive. Box 804, Printers' Ink.

### JUNIOR COPY WRITER—

19 and ambitious—wishes to start immediately under copy man in New York City agency or advertising department. Columbia University Extension training. Salary is secondary to opportunity. Try me out. Box 808, Printers' Ink.

### EFFECTIVE SALES PROMOTION—

Writer-salesman, used to executive responsibility, ready to apply his training and experience in manufacturer's Sales Promotion Department. Intellectual, analytical, with flair for writing selling copy. University trained. Box 821, P. I.

## Mr. Publisher:

*Have you need of a high-grade mature representative?*

A clean cut salesman of successful record who will carry your message intelligently, enthusiastically, persistently?

15 years' experience in advertising and publishing. 39. Christian. College graduate.

Particularly experienced in class fields. Address, Box 795, P. I.

**ARTIST WITH STANDARD ABILITY DESIRES 3 OR 4 HOURS EVENING OR FREE LANCE WORK. ADDRESS, BOX 803, CARE OF PRINTERS' INK.**

**MAGAZINE MANAGEMENT**—Opening desired where a broad knowledge of magazine work is needed. Familiar by practical experience with printing, engraving, circulation, advertising and editorial management. Capable of constructing a new publication or developing the possibilities of an old one. Take full charge if desired. New York City. Box 792, P. I.

### SALES MANAGER

Knowledge of advertising; 15 years' experience. Having reached the limit of his opportunity, desires to make a change. Is a capable executive and has the ability to build up big sales organization and the personality to handle and enthuse men and get results. Best of reference. F. J. J., 459 Ellison St., Paterson, N. J.

## I Know the Farm Market

Three-year agency training; 4 years with leading farm equipment manufacturer in sales and advertising. Successful salesman and sales promotion manager. Competent to take charge of advertising department. College graduate, Twenty-eight. Married. Served overseas. Location immaterial. Available immediately. Highest references. Write Box 816, Printers' Ink, Chicago Office.

## Printing Production

Fifteen years with one house; trained in color work, including sales ideas, copy, purchase of art, plates, stock laying out and estimating printing runs; practical color printer and have sold in New York City million dollars' worth of color work built to sell goods. Age 35; married. Desire connection with first-class Christian house, printing or advertising. Box 807, P. I.

## Introducing Mr. X—

He's widely known as a writer; has a crisp, snappy style; combines vigor with dignity, logic with persuasion.

He's strong for the news sense in advertising—as Mr. Markel defined it in P. I. recently; he has ten years' advertising, promotion and editorial training; is now on the editorial staff of a big New York daily.

He can write copy that attracts, holds, convinces; he can do this because he believes overwhelmingly in advertising.

He's going back into the game with both feet. Who wants him?

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Box 800, Care of Printers' Ink

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**"There is no substitute for Results"**

**STREET & FINNEY**  
TAKE THE GUESS OUT OF  
**ADVERTISING**  
171 MADISON AVENUE NEW YORK



December 3rd, 1923

The Boston Herald-Traveler:

Shaw-Walker, makers of "Built-Like-A-Skyscraper" Letter Files, have been advertising in Boston for seven years. During practically all of that time their advertisements have appeared in but one Boston newspaper—The Boston Herald-Traveler.

Several years ago, we advertised Shaw-Walker Files in another newspaper for a short time, but have not used it since.

The picture of the Shaw-Walker File and the man jumping in the drawer is one of Boston's most familiar trademarks. Probably every literate person in Boston knows it. Indeed it seems almost incredible that advertising in a single newspaper could have made this product so universally known in your community.

The Boston Herald-Traveler, and virtually The Boston Herald-Traveler alone, has made Shaw-Walker Letter Files famous in Boston.

Very truly yours,  
STREET & FINNEY, INC.



**Boston**  
**Herald**  **Traveler**

# Tribune Leads Next Chicago Paper by 66% in National Lineage

*Here is the standing of Chicago newspapers in national advertising in 1923 as tabulated by The Advertising Record Company:*

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	Columns	Per Cent of Total
Tribune	16,106	35%
Herald-Examiner	9,623	21%
News	8,008	17%
American	6,542	14%
Post	3,064	7%
Journal	2,810	6%
		<hr/> 100%

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*Chicago Tribune circulation in December averaged 579,000 on week days and 923,000 on Sundays. This is to be substantially increased during 1924. GROW WITH US!*

## The Chicago Tribune

**THE WORLD'S GREATEST NEWSPAPER**

512 Fifth Ave.  
New York City

Tribune Bldg.  
Chicago

Haas Bldg.  
Los Angeles